\*\*\*\*\* **WISN-TV** (Milwaukee, WI)

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### **ELECTRONIC** POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local political ad or federal or state issue ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candio	date/Issue	Democ	PRATIN SEN	ATORIAL CAN	nDAIGA COMM	ITTE
candid	Dates (if one folder is used per ate, a separate checklist must be eted for each flight)	10/2	1/12-11/	10/12	No state of	
					<u>Initials</u>	
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7)	Date:			
2.	Original contract showing requested time (when available)		Date:	8/13/12	Sc	
3.	Updated contracts as order changes.		Date:	9/20/12	<u> </u>	
4.	Invoice of schedule as actually broadcast including amount of rebates given (exact date, time, class of time and amount			10/2/12 10/4/12 10/4/12	EQ Q Q	
	for each rebate), if any		Date:			
			Checklist Con	npleted:		
		By:				
		Date:				

### CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	<u>vision</u>		Alt Order #	"
	939457	1		06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
Advertiser			Ori	ginal Date	/ Revision
Democratic Senatorial Ca	ampaign Com	mittee	0	8/03/12	/ 08/13/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	nt E	xecutive	Sales Office
	WISN	Will Hi	idet	orandt	HRP -Washingto
	Special Hand	ling			
	<u>Demographic</u>				
	Adults 35+				
	1650				
	IDB#	Advert	iser	Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref
	1			1	

	Opotor
1	Week
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						Spois/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S <sub>l</sub>	oots	Amount
N 1 WISN 10/02	/12 11/02/	12 General Ho	spital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350,00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
N 2 WISN 10/02	/12 11/02/	12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00				i		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
N 3 WISN 10/02	/12 11/02/ <sup>-</sup>	12 The View		10-11am		:30	·	NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
N 4 WISN 10/02	/12 11/02/ <sup>-</sup>	12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						•
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
N 5 WISN 10/02	/12 11/02/ <sup>-</sup>	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00				1		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
								_		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

	D . <b>E</b> 10					Spots/				
<del></del>		ate Descripti		Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 2	Rate						
Week: 10/13/12 Week: 10/22/12	10/28/12	-TWTF	2	\$750.00 \$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
N 6 WISN 10/02			ON COOPER			.00				
Start Date	End Date	Weekdays	Spots/Week	M-F 11A-12P Rate		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00				l		
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
N 7 WISN 10/09	/12 11/02/	12 THE CHE	W	12P-1P	•	:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	Ü	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
N 8 WISN 10/02	/12 11/02/	12 KATIE CC	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					. •	Ψ-1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
N 9 WISN 10/02		•		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/05/12	10/14/12 10/21/12	-TWTF	2	\$500.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF -TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2 2	\$500.00 \$500.00				ļ		
N 10 WISN 10/02 Start Date	/12 11/02/ <sup>-</sup> <u>End Date</u>		Cooke AS/l-	4P-5P		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> −TWTF <b>-</b> -	Spots/Week 2	<u>Rate</u> \$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00				l		
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
N 11 WISN 10/02	/12 11/02/	12 News M-F	5n	5-530pm		:30		NIM.	4.4	644.000.00
Start Date		Weekdays	Spots/Week	Rate		.50		NM	14	\$14,000.00
Week; 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				i		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
N 12 WISN 10/02	/12 11/02/	12 News M-F	5a	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						45,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 **Democratic Senatorial Ca** 

						Spots/				
*Line Ch Start	Date End [	Date Descript	ion	Start/End Time	Days	Length Week	Rate	Type 9	Snots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				.,,,,,,,	эрого	Autoune
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$350.00				ľ		
Week: 10/29/12	10/28/12	-TWTF	3	\$350.00						
	11/04/12	-TWTF	4	\$350.00						
N 13 WISN 10/02			•	6-630pm		:30		NM	14	\$16,800.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate				Ī		474,000.00
Week: 10/08/12	10/11/12	-TWTF	2 3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00 \$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
N 14 WISN 10/02				6-7A						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
N 15 WISN 10/02		12 Entertainn	nent Tonight	630p-7pm		:30		NM	10	£40 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		ININI	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	2	\$850.00						
		-TWTF	3	\$850.00						
N 16 WISN 10/02			ning America	7-9a		:30		NM	21	\$21,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						<b>42</b> 1,000.00
Week: 10/08/12	10/1/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4 4	\$1,000.00 \$1,000.00				i		
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
N 17 WISN 10/02/	12 11/02/1	2 LIVE WITH		9-10am	·					
Start Date	End Date	Weekdays	Spots/Week	9-10am Rate		:30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
N 18 WISN 10/26/	12 10/26/1	2 2020		Fri 9-10p		:30		NM	4	00.000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		INIVI	1	\$3,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
N 19 WISN 10/08/			_	Prime Other		:30		NM	5	\$25,000.00
<u>Start Date</u> Week: 10/08/12	End Date	Weekdays 1	Spots/Week	Rate					J	Ψ <b>2</b> Ψ,000.00
Week: 10/05/12	10/14/12 10/21/12	1	1	\$5,000.00						
Week: 10/13/12	10/21/12	1	1 4	\$5,000.00						
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1 1	\$5,000.00 \$5,000.00						
		-	,	φ <b>υ,</b> 000.00				l		

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



<u>Weekdays</u>

Spots/Week

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

www.wisn.com				De	Democratic Senatorial Ca					/13/12
		Date Descripti		Start/End Time	Days	Spots/ Length Week	Rate	Type S <sub>l</sub>	oots	Amount
Start Date		Weekdays	Spots/Week	Rate						
N 20 WISN 10/22				Mon 9-10p		:30		NM	2	\$8,000.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u>				1		•
Week: 10/29/12	11/04/12	1	1	\$4,000.00 \$4,000.00						
N 21 WISN 10/06			Sa 10nm							
Start Date		Weekdays	Spots/Week	10-1035p <u>R</u> ate		:30		NM	5	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00				i		
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00				1		
Week: 10/29/12	11/04/12	1-	1	\$600.00						
N 22 WISN 10/13		12 College Fo		230р-6р		:30		NM	1	\$6,500.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> <b>-1</b> -	Spots/Week	Rate				- 1		+ -,
			1	\$6,500.00						
N 23 WISN 10/06 Start Date				6-630pm		:30		ММ	5	\$2,500.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$500,00						
Week: 10/08/12	10/14/12	- <b>-</b> 1-	1	\$500.00						
Week: 10/15/12	10/21/12	1-	1	\$500.00				Į.		
Week: 10/22/12	10/28/12	1 <del>-</del>	1	\$500.00				i		
Week: 10/29/12	11/04/12	1-	1	\$500.00						
N 24 WISN 10/13	/12 11/03/	12 Sa 458-6a		456-6AM		:30		NM	4	6000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	-+	\$800.00
Week: 10/08/12	10/14/12	1-	1	\$200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1-	1	\$200.00						
Week: 10/29/12	10/28/12 11/04/12	<b>1-</b> <b>1-</b>	1	\$200.00						
			1	\$200.00						
N 25 WISN 10/06 Start Date	/12 11/03/ <sup>-</sup> End Date	12 News Sa 6 <u>Weekdays</u>		6-630pm		:30		NM	5	\$3,500.00
Week: 10/01/12	10/07/12	vveekdays	Spots/Week 1	<u>Rate</u> \$700.00						
Week: 10/08/12	10/14/12	1-	1	\$700.00						
Week: 10/15/12	10/21/12	1-	1	\$700.00						
Week: 10/22/12	10/28/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12	1-	1	\$700.00						
N 26 WISN 10/06/	/12 11/03/1	12 Sat GMA		6-7a		:30		NM	5	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				13131	9	Ψ5,000,00
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1- 1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
N 27 WISN 10/20/		_	<u> </u>	\$600.00						
Start Date	End Date	Weekdays	Spots/Week	630p-7p		:30		NM	2	\$1,000.00
Week: 10/15/12	10/21/12	1-	Spots/vveek 1	<u>Rate</u> \$500.00				j		
Week: 10/22/12	10/28/12		o O	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00				Ì		
N 28 WISN 10/13/	12 10/27/1	2 Sat 630-7n		630-7p		:30		h I i s	2	00.000 00
		Weekdays	Spots/Week	Rafe		.50		NM	2	\$2,000.00

Rate

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Hearst television inc. does not discriminate in the sale of advertising time, and will present a station.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

08/03/12 / 08/13/12



	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser	<u>O</u>	riginal Date / Revision

Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End [	Date Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
N 29 WISN 10/06			e College Footbal	•		:30		NM	3	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week 1	Rate				:		
Week: 10/08/12	10/1/12	<b>-</b>	ι 0	\$1,000.00 \$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
N 30 WISN 10/13										
Start Date	End Date	Weekdays	Spots/Week	7-9am Rate		:30		NM	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	1	\$450.00				- 1		
Week: 10/15/12	10/21/12	1-	1	\$450.00				l		
Week: 10/22/12	10/28/12	1-	1	\$450.00				İ		
Week: 10/29/12	11/04/12	1-	1	\$450.00						
N 31 WISN 10/07	/12 11/04/	12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					·	ΨΟ,ΟΟΟ.ΟΟ
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12 11/04/12	1 1	1	\$1,600.00				F		
				\$1,600.00						
N 32 WISN 10/14 Start Date	/12 11/04/ End Date	12 Late News Weekdays	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	vveekuays 1	Spots/Week 1	<u>Rate</u> \$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
N 33 WISN 10/14	/12 11/04/	12 Su 458-6a		458-6AM		:30		NM	4	\$800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		''''	7	3600.00
Week: 10/08/12	10/14/12	<del></del> 1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
N 34 WISN 10/07			•	530-6p		:30		NM	5	\$2,500.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$500.00 \$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
N 35 WISN 10/07/	/12 11/04/	12 Sun GMA		6-7a		.20		1114	_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00				ŀ		
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
N 36 WISN 10/21/	12 10/21/1	2 Once		Sun 7-8p		:30		MM	1	\$2,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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08/03/12 / 08/13/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order#	
	939457 /	06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	
Advertiser	<u>  O</u>	iginal Date / Revision	

Democratic Senatorial Ca

				l						
						Spots/				
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
N 37 WISN 10/07/				7-9am		:30		NM	5	\$2,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
N 38 WISN 10/14/	/12 11/04/	12 This Week	With George Ste	p930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						(=,==,==
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12		0	\$0.00						
		1		\$1,000.00						
N 39 WISN 10/09/				Tue 7-8p		:30		NM	2	\$10,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12		o O	\$0.00				1		
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
N 40 WISN 10/02/	12 10/09/	12 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	2	35,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02/	12 10/30/	12 PrivatePrac	tice	Tue 9-10p		:30		NM	3	\$6,600.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						ŕ
Week: 10/01/12 Week: 10/08/12	10/07/12	-1	1	\$2,200.00						
Week: 10/05/12	10/14/12 10/21/12	-1	0	\$0.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-1	0	\$2,200.00 \$0.00				i		
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16/		12 HappyEnd	•	Tue 8-9p		-20			_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	3	\$9,000.00
Week: 10/15/12	10/21/12	-1	1	\$3,000.00						
Week: 10/22/12	10/28/12	-1	1	\$3,000.00				ŀ		
Week: 10/29/12	11/04/12	-1	1	\$3,000.00						
N 43 WISN 10/27/	12 10/27/	12 College Foo	tball Game #2	230p-6p		:30		NM	1	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	7. 1000.00
Week: 10/22/12	10/28/12	1-	1	\$7,000.00						
N 44 WISN 11/03/			-	7-1030p		:30		NM	2	\$2,600.00
Start Date	End Date 11/04/12	<u>Weekdays</u> 2-	Spots/Week	Rate						
Week: 10/29/12			2	\$1,300.00						
N 45 WISN 10/28/				9-930A		:30		NM	2	\$450.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	Weekdays 2	<u>Spots/Week</u> 2	<u>Rate</u> \$225.00						
N 46 WISN 10/22/						.00		<del></del>	_	
Start Date	End Date	12 General Ho Weekdays	spitai Spots/Week	2-3pm/1-2p Rate		:30		NM	1	\$350.00
Week: 10/22/12	10/28/12	1	<u> 3pots/Week</u> 1	\$350.00						
N 47 WISN 11/06/	12 11/06/1	12 General Ho	soital	2-3pm/1-2p		:30		NM	1	6350.00
			- p - root	- opin (-zp		.00		I AINI	'	\$350.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 06262067 939457 Product Estimate # Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 **Democratic Senatorial Ca** 

						Spots/				
*Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				T T		
Week: 11/05/12	11/11/12	-1	1	\$350.00						
N 48 WISN 10/15/	/12 11/05/	12 Late News	10PM	10-1030p		:30		NM	4	\$6,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12 11/04/12	1	1	\$1,600.00				i		
Week: 10/29/12 Week: 11/05/12	11/11/12	1	1	\$1,600.00 \$1.600.00						
		10 The Marie	ı	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	<u>.</u>	.00			_	<b>AD 000 00</b>
N 49 WISN 10/15/ Start Date	/12 11/05/ <sup>,</sup> End Date	12 The View Weekdays	Spots/Week	10-11am Rate		:30		NM	4	\$2,000.00
Week: 10/15/12	10/21/12	1	<u> </u>	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
N 50 WISN 11/06/	/12 11/06/ <sup>-</sup>	12 The View		10-11am		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 11/05/12	11/11/12	_1	1	\$500.00						
N 51 WISN 10/15/		12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$225.00 \$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
N 52 WISN 10/29/		12 3-4p	· · · · · · · · · · · · · · · · · · ·	3-4p		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIVE	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
N 53 WISN 11/06	/12 11/06/	12 3-4p		3-4p		:30		NM	1	\$500.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				1		
Week: 11/05/12	11/11/12	-1	1	\$500.00						
N 54 WISN 10/29				4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1 1	\$600.00 \$600.00						
			•							
N 55 WISN 10/15	/12 11/05/ End Date		Spots/Week	5-530pm		:30		NM	4	\$4,000.00
<u>Start Date</u> Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	<u>3pois/vveek</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
N 56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1 1	\$350.00 \$350.00						
						0.0			_	
N 57 WISN 10/08			6p Spots/Week	6-630pm		:30		NM	5	\$6,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/vveek 1	<u>Rate</u> \$1,200.00						
			•	* .1======				1		

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08/03/12

/ 08/13/12



	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Totals

350

\$321,650.00

Start Date   End Date   Weekdays   Spots/Week   Rate   St.,200.00							Spots/				
Week: 10/15/12       10/21/12       1       1 \$1,200.00         Week: 10/22/12       10/28/12       1       1 \$1,200.00         Week: 10/29/12       11/04/12       1       1 \$1,200.00         Week: 11/05/12       11/11/12       1 \$1,200.00         N 58 WISN 10/15/12       11/05/12 News M-F 6a       6-7A       :30       NM       4 \$4,000.00         Week: 10/15/12       10/21/12       1 Weekdays       Spots/Week       81,000.00       1 \$1,000.00       1 \$1,000.00         Week: 10/22/12       10/28/12       1       1 \$1,000.00       1 \$1,000.00       1 \$1,000.00         Week: 11/05/12       11/10/12       1       1 \$1,000.00       1 \$1,000.00       1 \$1,000.00         N 59 WISN 11/06/12       11/10/12       News M-F 6a       6-7A       :30       NM       1 \$1,000.00         N 59 WISN 11/06/12       11/11/12       News M-F 6a       6-7A       :30       NM       1 \$1,000.00         N 60 WISN 10/22/12       11/11/12       Entertainment Tonight Start Date End Date End Date End Date Weekdays       Spots/Week Rate       Rate Rate       NM       3 \$2,550.00					Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Week: 10/22/12       10/28/12       1       1 \$1,200.00         Week: 10/29/12       11/04/12       1       1 \$1,200.00         Week: 11/05/12       11/11/12       1 \$1,200.00         N 58 WISN 10/15/12       11/05/12 News M-F 6a       6-7A       :30       NM       4 \$4,000.00         Start Date Week: 10/15/12       End Date 10/21/12       Weekdays Spots/Week 11,000.00       Rate 11,000.00       1 \$1,000.00       1 \$1,000.00         Week: 10/29/12       11/04/12       1       1 \$1,000.00       1 \$1,000.00       1 \$1,000.00         Week: 11/05/12       11/11/12       1 \$1,000.00       1 \$1,000.00       1 \$1,000.00         N 59 WISN 11/06/12       11/06/12 News M-F 6a 6-7A       :30       NM       1 \$1,000.00         N 59 Wish 11/05/12       11/11/12 1 \$1,000.00       1 \$1,000.00       1 \$1,000.00       1 \$1,000.00         N 60 WISN 10/22/12       11/105/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Rate       80pots/Week Rate       130       NM       3 \$2,550.00				Spots/Week							
Week: 10/29/12       11/04/12       1       1 \$1,200.00         Week: 11/05/12       11/11/12       1       1 \$1,200.00         N 58 WISN 10/15/12       11/11/12       News M-F 6a       6-7A       :30       NM       4 \$4,000.00         Start Date Week: 10/15/12       End Date 10/21/12       Weekdays Spots/Week Rate       Rate 10/20/20       NM       4 \$4,000.00         Week: 10/22/12       10/28/12       1       1 \$1,000.00       NM       1 \$1,000.00         Week: 11/05/12       11/11/12       1       1 \$1,000.00       NM       1 \$1,000.00         N 59 WISN 11/06/12       11/06/12       News M-F 6a       6-7A       :30       NM       1 \$1,000.00         N 60 WISN 10/22/12       11/11/12       -1       1 \$1,000.00       \$1,000.00       NM       1 \$1,000.00         N 60 WISN 10/22/12       11/05/12       Entertainment Tonight 51,000.00       630p-7pm       :30       NM       3 \$2,550.00         N 60 WISN 10/22/12       11/05/12       Entertainment Tonight 630p-7pm       :30       NM       3 \$2,550.00			1	1	•						
Week: 11/05/12 11/11/12 1 1 \$1,200.00         N 58 WISN 10/15/12 11/05/12 News M-F 6a       6-7A       :30       NM       4 \$4,000.00         Start Date Start Date Weekdays Spots/Week       Rate Neek: 10/15/12 10/21/12 10/21/12 1 1 \$1,000.00         Week: 10/22/12 10/28/12 1 1 \$1,000.00         Week: 11/05/12 11/04/12 1 1 \$1,000.00         N 59 WISN 11/06/12 11/06/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1 \$1,000.00         N 60 WISN 10/22/12 11/05/12 Entertainment Tonight 630p-7pm       :30       NM       1 \$1,000.00         N 60 WISN 10/22/12 11/05/12 Entertainment Tonight 630p-7pm       :30       NM       3 \$2,550.00         N 60 WISN 10/22/12 11/05/12 Entertainment Tonight 630p-7pm       :30       NM       3 \$2,550.00			1	1					ļ		
N 58 WISN 10/15/12 11/05/12 News M-F 6a 6-7A :30 NM 4 \$4,000.00    Start Date   End Date   Weekdays   Spots/Week   Rate			1	1	•				- 1		
Start Date   End Date   Weekdays   Spots/Week   Rate   Week: 10/15/12   10/21/12   1   1   \$1,000.00   Week: 10/22/12   10/28/12   1   1   \$1,000.00   Week: 10/29/12   11/04/12   1   1   \$1,000.00   Week: 11/05/12   11/11/12   1   1   \$1,000.00   Week: 11/05/12   11/11/12   1   1   \$1,000.00   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   End Date   Usekdays   Spots/Week   Rate   Start Date   End Date   End Date   Start Date   End Date   Start Date   End Date   Spots/Week   Rate   Start Date   End Date   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Spots/Week			T	1							
Week:         10/15/12         End Date 10/21/12         Weekdays 1         1         \$1,000.00           Week:         10/22/12         10/28/12         1         1         \$1,000.00           Week:         10/29/12         11/04/12         1         1         \$1,000.00           Week:         11/05/12         11/11/12         1         1         \$1,000.00           N 59 WISN 11/06/12         11/06/12 News M-F 6a         6-7A         :30         NM         1         \$1,000.00           N 60 Wish 10/22/12         11/11/12         -1         1         \$1,000.00           N 60 Wish 10/22/12         11/05/12         Entertainment Tonight Start Date End Date Weekdays         Spots/Week Rate         8ate							:30		NM	4	\$4,000.00
Week: 10/22/12       10/28/12       1       1 \$1,000.00         Week: 10/29/12       11/04/12       1       1 \$1,000.00         Week: 11/05/12       11/11/12       1       1 \$1,000.00         N 59 WISN 11/06/12       11/06/12 News M-F 6a       6-7A       :30       NM       1 \$1,000.00         N 60 Week: 11/05/12       11/11/12       1       1 \$1,000.00         N 60 WISN 10/22/12       11/05/12       Entertainment Tonight Start Date End Date Weekdays Spots/Week Rate       630p-7pm       :30       NM       3 \$2,550.00			Weekdays	Spots/Week					Ī		
Week: 10/29/12       11/04/12       1       1       \$1,000.00         Week: 11/05/12       11/11/12       1       1       \$1,000.00         N 59 WISN 11/06/12       11/06/12 News M-F 6a       6-7A       :30       NM       1       \$1,000.00         Week: 11/05/12       End Date Veekdays       Spots/Week Spots/Week Start Date Start Date End Date Veekdays       Spots/Week Spots/Week Rate       Rate Rate       :30       NM       3       \$2,550.00			T	1							
Week: 11/05/12 11/11/12 1       1 \$1,000.00         N 59 WISN 11/06/12 11/06/12 News M-F 6a       6-7A       :30       NM       1 \$1,000.00         Start Date Week: 11/05/12 11/11/12 1       Weekdays Spots/Week \$1,000.00       Rate \$1,000.00         N 60 WISN 10/22/12 11/05/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Rate       630p-7pm       :30       NM       3 \$2,550.00			1	1					i		
N 59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.00    Start Date   End Date   Weekdays   Spots/Week   Rate			1	1	•						
Start Date   End Date   Weekdays   Spots/Week   Rate			T								
Week:         11/05/12         11/11/12         -1         1         \$1,000.00           N 60 WISN 10/22/12         11/05/12 Entertainment Tonight         630p-7pm         :30         NM         3         \$2,550.00           Start Date         End Date         Weekdays         Spots/Week         Rate         3         \$2,550.00							:30		NM	1	\$1,000.00
N 60 WISN 10/22/12 11/05/12 Entertainment Tonight 630p-7pm :30 NM 3 \$2,550.00 Start Date											
Start Date End Date Weekdays Spots/Week Rate			_	•	\$1,000.00						
Start Date End Date weekdays Spots/Week Rate				~			:30		NM	3	\$2,550.00
	Start Date Week: 10/22/12	End Date 10/28/12	Weekdays	Spots/Week							• • • • • • • • • • • • • • • • • • • •
144 4 (0)001.00			7	1							
4000.00				1							
\$650.00				1	\$850,00						
N 61 WISN 10/08/12 11/05/12 Good Morning America 7-9a :30 NM 5 \$5,000.00					7-9a		:30		NM	5	\$5,000.00
Start Date End Date Weekdays Spots/Week Rate				Spots/Week					- 1		, , , , , , , , , , , , , , , , , , , ,
, 01,000.00			1	1	•						
Week: 10/15/12			T=	1							
Week: 10/22/12 10/28/12 1 1 \$1,000.00	* ***			1	. ,				l		
Week: 10/29/12 11/04/12 1 1 \$1,000.00			1	1							
Week: 11/05/12				1	\$1,000.00						
N 62 WISN 11/06/12 11/06/12 Good Morning America 7-9a :30 NM 1 \$1,000.00					7-9a		:30		NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Rate											41,000.00
Week: 11/05/12 11/11/12 -1 1 \$1,000.00			_	1	\$1,000.00						
N 63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am :30 NM 4 \$1,800.00							:30		NM	4	\$1,800.00
Start Date End Date Weekdays Spots/Week Rate			<u>Weekdays</u>	Spots/Week							
Week: 10/15/12			1	1	•				ľ		
Week: 10/22/12				1							
Week: 10/29/12 11/04/12 1 1 \$450.00			1	1							
Week: 11/05/12 11/11/12 1 1 \$450.00	vveek: 11/05/12	17/17/12	1	1	\$450.00						

Democratic Senatorial Ca

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	249	\$231,950.00	\$197,157.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	350	\$321,650.00	\$273,402.50

Signature:	Date:	,,,,,

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

### TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station rails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder,
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. **OMISSION OF BROADCAST**

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

#### 4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

#### 5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

#### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

#### **CONSEQUENTIAL DAMAGES** 8.

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### **GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

(b) The Station shall exercise normal precautions in handling	of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnished by the Agency in connection with broadcasts hereunde	er. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except after its prior approval.	The state of the s

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

## CONTRACT

R

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Alt Order # Contract / Revision 939457 06262067 1 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision **Democratic Senatorial Campaign Committee** 09/18/12 / 09/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
1 WISN 10/02	/12 11/02/ <sup>-</sup>	12 General He	ospital	2-3pm/1-2p	***************************************	:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00				l		
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00				i		
2 WISN 10/02			10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				I		
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02		12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02		12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00				1		
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00				l		
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02	/12 11/02/ <sup>-</sup>	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00				1		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				l		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 / 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Descriptio	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02			N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2 2	\$225.00 \$225.00						
Week: 10/05/12	10/14/12	-TWTF	3	\$225.00 \$225.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09				12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	U	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02		12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00				l		
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02 Start Date	/12 11/02/ <sup>-</sup> End Date	·	Spots/Week	3-4p		:30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF- <i>-</i>	2	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, , , , , , , , , , , , , , , , , , , ,
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02				5-530pm		:30		NM	14	\$14,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/05/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02			<u>-</u>	5-6A		:30		NM	15	<b>ፍደ ን</b> ደስ ስሳ
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIV	10	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						
								•		

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

1533



19 WISN 10/08/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Start Date

11/05/12

End Date

10/14/12

10/21/12

10/28/12

Dancing

<u>Weekdays</u>

1-----

Spots/Week

1

1

1

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate #

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

DSCC-IE

10/02/12 - 11/06/12

Spots/ Ch Start Date End Date Description Start/End Time Length Week Davs Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$350.00 -TWTF--3 Week: 10/22/12 10/28/12 -TWTF--3 \$350.00 Week: 10/29/12 11/04/12 -TWTF--4 \$350.00 WISN 10/02/12 11/02/12 News M-F 6p 6-630pm :30 NM 14 \$16,800.00 **End Date** Spots/Week Start Date Weekdays Rate Week: 10/01/12 10/07/12 \$1,200.00 -TWTF--2 Week: 10/08/12 3 \$1,200.00 10/14/12 -TWTF--Week: 10/15/12 10/21/12 -TWTF--3 \$1,200.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,200.00 Week: 10/29/12 11/04/12 -TWTF--3 \$1,200.00 WISN 10/02/12 News M-F 6a 11/02/12 NM :30 15 \$15,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,000.00 10/14/12 Week: 10/08/12 -TWTF--3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF--3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,000.00 Week: 10/29/12 -TWTF--11/04/12 4 \$1,000.00 WISN 10/02/12 11/02/12 **Entertainment Tonight** 630p-7pm :30 NM 12 \$10,200.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 2 \$850.00 -TWTF--Week: 10/08/12 10/14/12 -TWTF--2 \$850.00 Week: 10/15/12 10/21/12 -TWTF--3 \$850.00 Week: 10/22/12 10/28/12 -TWTF--2 \$850.00 Week: 10/29/12 11/04/12 -TWTF--\$850.00 WISN 10/02/12 11/02/12 Good Morning America :30 NM 21 \$21,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF-3 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF--4 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF--5 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF--5 \$1,000.00 WISN 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am :30 NM 14 \$6,300.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 2 \$450.00 -TWTF--Week: 10/08/12 10/14/12 -TWTF--2 \$450.00 Week: 10/15/12 10/21/12 3 \$450.00 -TWTF--Week: 10/22/12 10/28/12 3 -TWTF--\$450.00 Week: 10/29/12 11/04/12 -TWTF--4 \$450.00 18 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1--\$3,000.00 1 Prime Other

(\* Line Transactions: N = New, E = Edited, D = Deleted)

<u>Rate</u>

\$5,000.00

\$5,000.00

\$5,000.00

:30

NM

5

\$25,000.00

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26 WISN 10/06/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Start Date

11/03/12

End Date

10/07/12

10/14/12

10/21/12

Sat GMA

Weekdays

----1-

----1-

Spots/Week

1

1

1

Contract / Revision Alt Order# 939457 06262067 1 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision **Democratic Senatorial Ca** 09/18/12 / 09/18/12

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Spot Ch Date Range **Description** Start/End Time Weekdays Length Rate Type 3 WISN 10/22/12-10/28/12 Dancing Prime Other M-----:30 \$5,000,00 NM See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing Mon 7-8p :30 \$5,000,00 NM MG for 19.3 10/22 Week: 10/29/12 11/04/12 1 \$5,000.00 Week: 11/05/12 11/11/12 1 \$5,000.00 N 20 WISN 10/22/12 10/29/12 Castle Mon 9-10p :30 NM 1 \$4,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 10/22/12 10/28/12 \$4,000.00 1 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/22/12-10/28/12 Castle Mon 9-10p :30 \$4,000,00 NM Credited Week: 10/29/12 11/04/12 \$4,000.00 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.00 Start Date Spots/Week End Date Weekdays Rate Week: 10/01/12 10/07/12 ----1-1 \$600.00 Week: 10/08/12 10/14/12 --1-1 \$600.00 Week: 10/15/12 10/21/12 ---1-1 \$600.00 Week: 10/22/12 10/28/12 ----1-1 \$600.00 ----1-Week: 10/29/12 11/04/12 \$600.00 WISN 10/13/12 10/13/12 College Football Game #2 :30 NM 1 \$6,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ----1-\$6,500.00 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----1-1 \$500.00 Week: 10/08/12 10/14/12 ----1**-**1 \$500.00 Week: 10/15/12 10/21/12 ----**1-**1 \$500.00 Week: 10/22/12 10/28/12 ----1-1 \$500.00 Week: 10/29/12 11/04/12 ----1-1 \$500.00 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ---1*-*1 \$200.00 Week: 10/15/12 10/21/12 ----1-1 \$200.00 Week: 10/22/12 10/28/12 **--**---1-1 \$200.00 Week: 10/29/12 11/04/12 \$200.00 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$3,500.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 ----1-1 \$700.00 ----1-Week: 10/08/12 10/14/12 1 \$700.00 Week: 10/15/12 10/21/12 ----1-1 \$700.00 Week: 10/22/12 10/28/12 ----1-1 \$700.00 Week: 10/29/12 11/04/12 ----1-1 \$700.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Rate

\$600.00

\$600.00

\$600.00

:30

NM

5

\$3,000.00

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



 Contract / Revision
 Alt Order #

 939457 / 1
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 09/18/12 / 09/18/12

*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				Ť		
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20		·		630p-7p		:30		NM	2	\$1,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$500.00						
Week: 10/22/12	10/28/12	T-	0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13	/12 10/27/	12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	2	\$2,000.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06	/12 10/20/		College Footbal	•		:30		NM	3	\$3,000.00
<u>Start Date</u> Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/07/12 10/14/12	1- 	1 0	\$1,000.00						
Week: 10/15/12	10/14/12	2-	2	\$0.00 \$1,000.00						
30 WISN 10/13		····				-20		) II c		
Start Date	End Date	Weekdays	Spots/Week	7-9am Rate		:30		NM	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07	/12 11/04/ <sup>-</sup>	12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1 1	1	\$1,600.00						
Week: 10/15/12	10/14/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/13/12 Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14	/12 11/04/	12 Late News	SU 1030PM	1030p-11p		:30		NM	4	¢3 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	4	\$3,800.00
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14				458-6AM		:30		NM	4	\$800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	Rate						
Week: 10/15/12	10/14/12	1	1	\$200.00 \$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07		12 News Sun 5	530pm	530-6p		:30		NM	5	¢3 500 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		INIVI	Ų	\$2,500.00
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

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Advertiser Original Date / Revision 09/18/12 Democratic Senatorial Ca / 09/18/12

*Line Ch Start	Date End D	Date Descriptio	n	Start/End Time	Days	Spo Length Wee		TypeS	pots	Amount
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays 1	Spots/Week 1	Rate						
35 WISN 10/07	***************************************		I	\$500.00 6-7a		:30		NM	-	<b>60 000 00</b>
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		INIVI	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$400.00						
Week: 10/12/12	10/28/12	1	1	\$400.00 \$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21	/12 10/21/			Sun 7-8p		:30		NM	1	\$2,500.00
Start Date Week: 10/15/12	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	42,000.00
	10/21/12	1	11	\$2,500.00						
37 WISN 10/07. Start Date	/12 11/04/ End Date	12 News Sun 7 Weekdays	/-9a <u>Spots/Week</u>	7-9am Rate		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	<u>Spois/Week</u>	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14/			With George Ste	ep930-1030am		:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week	Rate						
Week: 10/05/12 Week: 10/15/12	10/14/12		0	\$1,000.00 \$0.00						
Week: 10/22/12	10/28/12		0	\$0.00 \$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09/	12 10/23/	12 DanceResu	ife	Tue 7-8p		:30		3184	•	040.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	2	\$10,000.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02/		117		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02/		2 PrivatePraci	· · ·	Tue 9-10p		-20		1100	_	•• • •-
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	2	\$4,400.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
	te Range	Description			Weekday	<u>s Length</u>	<u>Rate</u>	<u>Туре</u>		
2 WISN 10/ Credited	15/12-10/21/	/12 PrivatePrac	etice	Tue 9-10p	-Tu	:30	<del>\$2,200.00</del>	NM		
	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16/	12 10/30/1	2 HappyEnd		Tue 8-9p		:30		NM	2	PC 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		LAIA	4	\$6,000.00
Week: 10/15/12	10/21/12	-1	1	\$3,000.00				]		
	te Range	Description		Start/End Time	<u>Weekday</u>	s <u>Length</u>	<u>Rate</u>	Type		
	75/12-10/21/	12 HappyEnd		Tue 8-9p	-Tu <b></b>	:30	\$3,000.00	NM		
Credited										

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Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start [		<del>-</del>		Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$3,000.00						
Week: 10/29/12	11/04/12	-1	1	\$3,000.00						
43 WISN 10/27/	12 10/27/1	2 College Fo	otball Game #2	230p-6p		:30		NM	1	\$7,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				*	•	Ψr,000.00
Week: 10/22/12	10/28/12	1-	1	\$7,000.00						
44 WISN 11/03/ Start Date	12 11/03/1 End Date	2 ABC Prime Weekdays	College Footbal Spots/Week	7-1030p Rate		:30		NM	2	\$2,600.00
Week: 10/29/12	11/04/12	2 <del>-</del>	2	\$1,300.00						
45 WISN 10/28/			4	9-930A		:30		NM	2	\$450.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 2	Spots/Week 2	Rate				i		
46 WISN 10/22/				\$225.00		-00				
Start Date	End Date	Weekdays	Spots/Week	2-3pm/1-2p Rate		:30		NM	1	\$350.00
Week: 10/22/12	10/28/12	1	1	\$350.00				i		
47 WISN 11/06/				2-3pm/1-2p		:30		NM	1	\$350.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$350.00						
48 WISN 10/15/		2 Late News	•	10-1030p		:30		NM	4	¢6 400 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		14141	4	\$6,400.00
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,600.00 \$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
49 WISN 10/15/	12 11/05/1	2 The View		10-11am		:30		NM	4	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					,	42,000.00
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$500.00 \$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00				ŀ		
50 WISN 11/06/1		2 The View		10-11am		:30		NM	1	\$500.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week	Rate						
51 WISN 10/15/1			1 N COOPER	\$500.00						
Start Date	End Date	Weekdays	Spots/Week	M-F 11A-12P Rate		:30		MM	4	\$900.00
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$225.00 \$225.00						
52 WISN 10/29/1				3-4p		-30		NINA	_	64 000 00
Start Date		Weekdays	Spots/Week	Rate		:30		NM	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00				i		
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06/1 <u>Start Date</u>	i2 11/06/1: <u>End Date</u>	2 3-4p Weekdays	Spots/Week	3-4p		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	<u> Зротѕ/vveeк</u> 1	<u>Rate</u> \$500.00						
54 WISN 10/29/1	2 11/05/1	2 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				,	-	T 1,20,00
Week: 10/29/12	11/04/12	1	1	\$600.00				į		

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Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						<u></u> .
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15			•	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate				1		
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00				- 1		
Week: 10/22/12	10/28/12 11/04/12	1	1	\$1,000.00 \$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15			F.0.	5-6A		:30		NM		¢4 400 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIVI	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08	/12 11/05/ <sup>-</sup>	12 News M-F	6p	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	T	1	\$1,200.00						
58 WISN 10/15	•		-	6-7A		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06		12 News M-F		6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	ţ	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22	/12 11/05/	12 Entertainm	nent Tonight	630p-7pm	***************************************	:30		NM	3	\$2,550.00
Start Date	End Date	Weekdays	Spots/Week	Rate		,			_	1-,000.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00				1		
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08	/12 11/05/ <sup>-</sup>	12 Good Mori	ning America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00 \$1,000.00						
62 WISN 11/06						.20				#4 000 00
62 WISN 11/06 Start Date	End Date	12 Good Mori Weekdays	Spots/Week	7-9a Rate		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	<u> </u>	\$1,000.00						
63 WISN 10/15		12 LIVE WITH		9-10am		:30	<del></del>	NM	4	\$1,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	7	Ψ1,000.00
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
								-		

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	Contract / Revision 939457 / 1	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser  Democratic Senatoria	T	Original Date / Revision 09/18/12 / 09/18/12

Spots/

*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/29/12	11/04/12	1	1	\$450.00					
Week: 11/05/12	11/11/12	1	1	\$450.00				ł	
									0040 450 00

\$312,450.00 Totals 347

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date:	

## CONTRACT



**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

· ·				
	Contract / Rev	<u>/ision</u>	Alt Order #	
	939457	/ 2	06262067	
Product				
SCC-IE				
Contract Dates	Estimate #			
0/02/12 - 11/06/12	1533			
<u>Advertiser</u>			Original Date	Revision
Democratic Senatorial Ca	ımpaign Com	mittee	10/01/12	/ 10/01/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	east	Cash
	Station	Accou	nt Executive	Sales Office
	WISN	Will Hi	ldebrandt	HRP -Washingto
	Special Handl	ling		
	Demographic			•
	Adults 35+			
	IDB#	<u>Advert</u>	iser Code	Product Code
	8091	49		53
	Agency Ref		Advertiser	Ref
	1			

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
1 WISN 10/02	2/12 11/02/	12 General H	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02		12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00				ŀ		
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02	2/12 11/02/	12 The View		10-11am		:30		MM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02	2/12 11/02/	12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00				1		
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	11	\$950.00						
5 WISN 10/02	2/12 11/02/	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00				1		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 2 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 **Democratic Senatorial Ca** 

Spots/

							Spots/				
	*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
	Week: 10/15/12	10/21/12	-TWTF	2	\$750.00				1		
	Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
	Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
	6 WISN 10/02		12 ANDERS	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
	Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
	Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
	Week: 10/15/12	10/21/12 10/28/12	-TWTF	3	\$225.00				i		
	Week: 10/22/12 Week: 10/29/12		-TWTF	3	\$225.00						
		11/04/12	-TWTF	4	\$225.00						
	7 WISN 10/09/				12P-1P		:30		NM	8	\$2,400.00
	Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
	Week: 10/15/12	10/14/12	-TWTF	2 2	\$300.00 \$300.00						
	Week: 10/13/12 Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
	Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
٠	8 WISN 10/02/				· · · · · · · · · · · · · · · · · · ·						
	Start Date	End Date	Weekdays	Spots/Week	M-F 2-3P		:30		NM	10	\$4,000.00
	Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$400.00						
	Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
	Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
	Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
	Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
•	9 WISN 10/02/	/12 11/02/	12 3-4p		3-4p		:30		NM	10	\$5,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					10	40,000.00
	Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
	Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
	Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
	Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
	Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
	10 WISN 10/02/				4P-5P		:30		NM	10	\$6,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$600.00						
	Week: 10/05/12	10/14/12 10/21/12	-TWTF -TWTF	2	\$600.00						
	Week: 10/13/12 Week: 10/22/12	10/28/12	-TWTF	2 2	\$600.00 \$600.00						
	Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
•	11 WISN 10/02/						^^				
	Start Date	End Date	Weekdays	Spots/Week	5-530pm Rate		:30		NM	14	\$14,000.00
	Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
	Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
	Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
	Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
	Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
-	12 WISN 10/02/	12 11/02/1	2 News M-F	5a	5-6A		:30		NM	15	\$5.250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	10	\$5,250.00
	Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
	Week: 10/08/12	10/14/12	-TWTF	3	\$350.00				Į		
									-		

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Contract / Revision Alt Order # 939457 / 2 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00				ŀ		
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02			6p	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02			nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02			ning America	7-9a		:30		NM	21	\$21,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	3 4	\$1,000.00						
Week: 10/06/12	10/14/12	-TWTF		\$1,000.00						
Week; 10/13/12	10/21/12	-TWTF	4 5	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	•						
				\$1,000.00						
17 WISN 10/02				9-10am		:30		NM	14	\$6,300.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/11/12	-TWTF	2 2	\$450.00 \$450.00				- 1		
Week: 10/15/12	10/14/12	-TWTF	3	\$450.00 \$450.00				1		
Week: 10/22/12	10/21/12	-TWTF	3	\$450.00 \$450.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
			<del></del>			-20		N.18.0		00
18 WISN 10/26 <u>Start Date</u>	i/12 10/26/ End Date	12 2020 <u>Weekdays</u>	Spots/Week	Fri 9-10p Rate		:30		NM	1	\$3,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08		12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		*		, ,,,,,	Ŭ	420,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00				i		
Week: 10/22/12	10/28/12	1	1	\$5,000.00				1		
								-		

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #
	939457 / 2	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Original Date / Revision Advertiser 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spot	e/			
*Line Ch Start Date	End Date	Description		Start/End Time	Days	Length Wee		Type Sp	ots	Amount
			Spots/Week	Rate	141 .1 1		D-+-	T		
Spot Ch Date Ra 3 WISN 10/22/1		<u>Description</u>		Start/End Time Prime Other	Weekdays		<u>Rate</u> \$5,000,00	<u>Type</u> <i>NM</i>		
See MG 19.6	2-10/20/12	Dancing		Fillite Other	(4)	.50	<del>\$0,000:00</del>	10101		
6 WISN 10/22/1	2-10/28/12	Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
MG for 19.3 10/	/22	-		•						
	/04/12 1-		1	\$5,000.00						
Week: 11/05/12 11/	/11/12 1-		11	\$5,000.00						
20 WISN 10/22/12	10/29/12	Castle		Mon 9-10p		:30		NM	1	\$4,000.00
			Spots/Week	Rate				1		
		Description	1	\$4,000.00 Start/End Time	Maakday	n Longth	Poto	Tuno		
Spot Ch Date Ra		Description Castle		Start/End Time Mon 9-10p	Weekday:		<u>Rate</u> \$4,000.00	<u>Type</u> NM		
Credited	2-10/20/12	Castle		141011 3-10p	1-1	٠٠٠.	<del>91,000.00</del>	14141		
	/04/12 1		1	\$4,000.00						
21 WISN 10/06/12	11/03/12	Late News Sa	10pm	10-1035p		:30		NM	5	\$3,000.00
			Spots/Week	<u>Rate</u>						•
		1-	1	\$600.00						
	–	1-	1	\$600.00						
		1-	1	\$600.00						
		1-	1	\$600.00						
		1-	1	\$600.00						
		College Footb		230p-6p		:30		NM	1	\$6,500.00
		<del>eekdays</del> 1-	Spots/Week 1	<u>Rate</u> \$6,500.00						
23 WISN 10/06/12	11/03/12	News Sa 6p-6	30p	6-630pm		:30		NM	5	\$2,500.00
Start Date En	<u>d Date</u> We	ekdays	Spots/Week	<u>Rate</u>						,
		1-	1	\$500.00						
		1-	1	\$500.00						
		1-	1	\$500.00				i		
		1-	1	\$500.00						
		1-	1	\$500.00						
24 WISN 10/13/12			Casta AMastr	456-6AM		:30		NM	4	\$800.00
		eekdays 1-	Spots/Week 1	<u>Rate</u> \$200.00						
	–	1-	1	\$200.00						
		1-	1	\$200.00				1		
	/04/12	1-	1	\$200.00						
25 WISN 10/06/12	11/03/12	News Sa 6p-6	30p	6-630pm		:30		NM	5	\$3,500.00
			Spots/Week	Rate					-	45,655.55
		1-	1	\$700.00						
		1-	1	\$700.00						
		1-	1	\$700.00						
		1-	1 1	\$700.00						
		1-	<u> </u>	\$700.00				<del></del>	_	
26 WISN 10/06/12		Sat GMA	Spots/Week	6-7a		:30		NM	5	\$3,000.00
		<u>eekdays</u> 1-	Spots/vveek 1	<u>Rate</u> \$600.00				- 1		
		1-	1	\$600.00						
		1-	1	\$600.00						
								4		

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 / 2

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate				1		
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	<b>-1-</b>	1	\$600.00				1		
27 WISN 10/20/	/12 11/03/	12 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays <sup>'</sup>	Spots/Week	<u>Rate</u>				- 1		
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13/	/12 10/27/	12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06/			College Footbal			:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	2-	0 2	\$0.00 \$1.000.00						
				• •						<u>.</u> ,
30 WISN 10/13/				7-9am		:30		NM	4	\$1,800.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/15/12	10/14/12	1-	1	\$450.00						
Week: 10/13/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07/		12 Late News	10nm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		(400)	J	\$6,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00				1		
Week: 10/08/12	10/14/12	<u>1</u>	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14	/12 11/04/	12 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		·
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14				458-6AM		:30		NM	4	\$800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	<u>1</u>	1	\$200.00 \$200.00						
Week: 10/29/12	11/04/12	<u>1</u>	I						_	
34 WISN 10/07				530-6p		:30		NM	5	\$2,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$500.00						
Week: 10/08/12	10/07/12	1	1	\$500.00						
Week: 10/15/12	10/14/12	1	1	\$500.00						
Week: 10/22/12	10/21/12	1	1	\$500.00						
TTOOK IVILLIIL	. 0, 20, 12	-	•	<b>4000.00</b>				1		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order# Contract / Revision 939457 / 2 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spot	s/			
*Line Ch Start	Date End D	ate Description	า	Start/End Time	Days	Length Wee	k Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				<u>.</u>		
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07				6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12 10/21/12	1 1	1	\$400.00				1		
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$400.00 \$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21			<u> </u>	Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00				Ψ2,500.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07	/12 11/04/	12 News Sun 7	'-9a	7-9am		:30		MM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12 11/04/12	1	1	\$400.00				l		
Week: 10/29/12		1	1	\$400.00					_	
38 WISN 10/14			With George Ste			:30		NM	2	\$2,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/14/12		Ó	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09	/12 10/23/	12 DanceResu	lts	Tue 7-8p		:30		NM	2	\$10,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1	_	Ψ10,000.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
N 40 WISN 10/02	/12 10/09/	12 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				I		
Week: 10/01/12	10/07/12	-1	1	\$2,500.00	18711	(	D-4-	<b>~</b>		
	ite Range	Description	1	Start/End Time	Weekda		Rate	<u>Type</u>		
See MG 4		7/12 HappyEnd		Tue 8-9p	- I u	:30	<del>\$2,500.00</del>	NM		
		/12 DWTS Res	ults	Tue 8-9p	-Tu	:30	\$2,500.00	NM		
M MG for 40.				, 40 0 0 0	, •		02,000.00			
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
41 WISN 10/02	/12 10/30/	12 PrivatePrac	tice	Tue 9-10p		:30		NM	2	\$4,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
Week: 10/08/12	10/14/12		0	\$0.00				1		
Week: 10/15/12	10/21/12	-1	1	\$2,200.00	SAIL - II-		B-1-	<b></b>		
Spot Ch Da 2 WISN 10	ate Range	<u>Description</u> //12 PrivatePrac		Start/End Time	Weekda:		Rate	Type		
2 VVISIV 10 Credited	10/21	/ i Z PilvatePfat	Suce	Tue 9-10p	-Tu	:30	<del>\$2,200.00</del>	NM		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
			*							

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Week: 10/29/12

Week: 11/05/12

53 WISN 11/06/12

11/04/12

11/11/12

11/06/12

1----

1-----

3-4p

1

1

 Contract / Revision
 Alt Order #

 939457 / 2
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/01/12 / 10/01/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount 42 WISN 10/16/12 10/30/12 HappyEnd Tue 8-9p ·30 NM \$6,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 \$3,000.00 10/21/12 Spot Ch Description Start/End Time Date Range Weekdays Length Rate Type 1 WISN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu-----:30 \$3,000.00 NM Credited Week: 10/22/12 10/28/12 -1----\$3,000.00 Week: 10/29/12 11/04/12 -1----\$3,000.00 WISN 10/27/12 10/27/12 College Football Game #2 230p-6p :30 NM \$7,000.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$7,000.00 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal 7-1030p :30 NM 2 \$2,600.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/29/12 11/04/12 2 \$1,300.00 <del>----</del>2-WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM 2 \$450.00 Spots/Week Start Date End Date Weekdays Rate Week: 10/22/12 10/28/12 \$225.00 WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p :30 NM \$350.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 1-----1 \$350.00 WISN 11/06/12 11/06/12 General Hospital 2-3pm/1-2p :30 NN \$350.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 \$350.00 1 48 WISN 10/15/12 11/05/12 Late News 10PM 10-1030p :30 NM \$6,400 00 Start Date End Date Spots/Week Weekdays Rate Week: 10/15/12 10/21/12 \$1,600.00 1 Week: 10/22/12 10/28/12 1----1 \$1,600.00 Week: 10/29/12 11/04/12 \$1,600.00 1 1----Week: 11/05/12 11/11/12 \$1,600.00 1 WISN 10/15/12 11/05/12 The View 10-11am :30 NM \$2,000.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/15/12 10/21/12 1 \$500.00 Week: 10/22/12 10/28/12 1----1 \$500.00 11/04/12 Week: 10/29/12 1----1 \$500.00 Week: 11/05/12 11/11/12 1----1 \$500.00 50 WISN 11/06/12 11/06/12 The View 10-11am :30 NM 1 \$500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$500.00 51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM \$900.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$225.00 1 Week: 10/22/12 10/28/12 1----1 \$225.00 Week: 10/29/12 11/04/12 1-----1 \$225.00 Week: 11/05/12 11/11/12 1 \$225.00 52 WISN 10/29/12 11/05/12 3-4p :30 NM 2 \$1,000.00 Start Date End Date **Weekdays** Spots/Week <u>Rate</u>

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:30

NM

\$500.00

\$500.00

\$500.00

3-4p

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Alt Order# Contract / Revision 939457 06262067 / 2 Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

<u>Advertiser</u> Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

*Line Ch Start	Date End Γ	Date Description	on	Start/End Time	Davs	Spots/ Length Week	Rate	TypeS	note	∧ mount
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	Rate \$500.00	Days	Lengur Week	Nate	TypeS	pois	Amount
54 WISN 10/29			1	4P-5P		.00		3.13.4	_	•. •
Start Date	End Date	Weekdays	Spots/Week	4P-5P Rate		:30		NM	2	\$1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00				]		
55 WISN 10/15	/12 11/05/	12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdaγs</u>	Spots/Week	Rate					•	Ψ 1,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15				5-6A		:30		NM	4	\$1,400.00
Start Date Week: 10/15/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/13/12	10/21/12 10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00 \$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08		12 Nava 84 E							_	
Start Date	End Date	12 News M-F Weekdays	Spots/Week	6-630pm Rate		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	<u>opota/vveek</u> 1	\$1,200.00				ļ.		
Week: 10/15/12	10/21/12	1	1	\$1,200.00				j		
Week: 10/22/12	10/28/12	1	1	\$1,200.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,200.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,200.00				1		
58 WISN 10/15	/12 11/05/	12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	4 1,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06				6-7A		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week	Rate						
			1	\$1,000.00						
60 WISN 10/22			nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08/		12 Good Morr	ing America	7-9a		•30		3.03.4	_	
Start Date	End Date	Weekdays	Spots/Week	7-9a Rate		:30		NM	5	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				1		
62 WISN 11/06/	/12 11/06/	12 Good Morr	ning America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		. – 🐱			•	÷1,500.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00				1		

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

Spots/

*Line Ch Star	t Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>							
63 WISN 10/1	5/12 11/05/	12 LIVE WITH	HKELLY!	9-10am		:30		NM	4	\$1,800.00	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>							
Week: 10/15/12	10/21/12	1	1	\$450.00				- 1			
Week: 10/22/12	10/28/12	1	1	\$450.00							
Week: 10/29/12	11/04/12	1	1	\$450.00							
Week: 11/05/12	11/11/12	1	1	\$450.00							
		,				T ( 1			0.47	0040 450 00	

Totals 347 \$312,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date	

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# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	vision		Alt Order#			
	939457	/ 3	Į.	06262067			
Product							
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
Advertiser			Orig	inal Date /	Revision		
Democratic Senatorial Ca	mpaign Com	mittee	10	0/03/12	/ 10/03/12		
	Billing Cycle Billing Ca			ndar	Cash/Trade		
	EOM/EOC	Broadcast Account Executive			Cash		
	Station			ecutive	Sales Office		
	WISN	Will Hi	ldebr	andt	HRP -Washingt		
•	Special Handi	ing					
	<u>Demographic</u>						
	Adults 35+						
	1004	0 -11					
	IDB#	Advert	iser (		Product Code		
	8091	49			53		
	Agency Ref			Advertiser	Ref		

							Spots/				
*	Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
	1 WISN 10/02/	/12 11/02/	12 General H	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						, -,
	Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
	Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
	Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
	Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
	Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
	2 WISN 10/02/		12 Late News	10PM	10-1030p	***************************************	:30		NM	15	\$24,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, ,
	Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
	Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
	Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
	Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00				1		
_	Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
	3 WISN 10/02/				10-11am		:30		NM	14	\$7,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
	Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
	Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
	Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
	Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
	Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
	4 WISN 10/02/				1030p-11p		:30		NM	5	\$4,750.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				i		
	Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
	Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
	Week: 10/15/12	10/21/12	-TWTF	1	\$950.00				1		
	Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
	Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
	5 WISN 10/02/	/12 11/02/1	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						. ,
	Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
	Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				ŀ		
									-		

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Alt Order# Contract / Revision 939457 06262067 / 3 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	Date Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	Snote	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	24,0	Longar Wook	11010	Type	эрого	ATTOUR
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02	/12 11/02/	12 ANDERSO	ON COOPER	M-F 11A-12P		:30	* * * * * * * * * * * * * * * * * * * *	NM	14	\$3,150.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				, , , , ,	• •	Ψο, 100.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	3	\$225.00						
	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09				12P-1P		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00				i		
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02				M-F 2-3P		-20			40	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02	/12 11/02/	12 3-4p		3-4p		:30	4	NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	2 2	\$500.00				1		
****				\$500.00						
10 WISN 10/02/ Start Date	/12 11/02/ <sup>-</sup> End Date		C4-08/I	4P-5P		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$600.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/	12 11/02/1	12 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						4.1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				ŀ		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	3	\$1,000.00						
	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/				5-6A		:30		NM	15	\$5,250.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> <del>-</del> TWTF	Spots/Week 2	<u>Rate</u> \$350.00						
Week: 10/08/12	10/07/12	-TWTF	3	\$350.00 \$350.00						
	19/17/12		•	φυσυ.υυ				J		

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 3 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

						Spots/				
	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$350.00				-		
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02	/12 11/02/	12 News M-F	6p	6-630pm		:30	***************************************	NM	14	\$16,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	14	\$10,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02			6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						r
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				- 1		
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	3 4	\$1,000.00				1		
			•	\$1,000.00	•••					
15 WISN 10/02			ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02	/12 11/02/	12 Good More	ing America	7-9a		:30		NM	24	P04 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		INIVI	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00				i		
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00				i		
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02		12 LIVE WITH	KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						1
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00				- 1		
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	<del>-</del> TWTF -TWTF	3 4	\$450.00						
	***************************************		4	\$450.00						
18 WISN 10/26 Start Date	/12 10/26/ <sup>-</sup> End Date		C	Fri 9-10p		:30		NM	1	\$3,000.00
Week: 10/22/12	10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,000.00						
19 WISN 10/08						.20			_	
Start Date	End Date	Weekdays	Spots/Week	Prime Other <u>Rate</u>		:30		NM	5	\$25,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
				-				ı		

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Contract / Revision Alt Order # 939457 06262067 / 3 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S <sub>l</sub>	oots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>		
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M: :30 \$5,000.00	NM		
See MG 19.6					
6 WISN 10/22/12-10/28/12 Dancing ℍ MG for 19.3 10/22	Mon 7-8p	M :30 \$5,000.00	NM		
Sec . I de de la company de la	ΦΕ 000 00				
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$5,000.00 \$5,000.00				
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	MM	1	\$4,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u>				
Spot Ch Date Range Description	\$4,000.00 Start/End Time	Manual Laure D.			
1 WISN 10/22/12-10/28/12 Castle	Start/End Time Mon 9-10p	Weekdays Length Rate	<u>Type</u>		
Credited Castre	won 9-10p	M :30 \$4 <del>,000.00</del>	NM		
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	.20	315.0	_	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	5	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00		- 1		
Week: 10/22/12 10/28/121- 1	\$600.00		l		
Week: 10/29/12 11/04/121- 1	\$600.00				
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM	1	\$6 E00 00
Start Date End Date Weekdays Spots/Week	Rate	.00	NIVI		\$6,500.00
Week: 10/08/12 10/14/121- 1	\$6,500.00				
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM	5	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate	,		•	Ψ2,500.00
Week: 10/01/12 10/07/121- 1	\$500.00				
Week: 10/08/12 10/14/121- 1	\$500.00				
Week: 10/15/12 10/21/121- 1	\$500.00				
Week: 10/22/12 10/28/121- 1	\$500.00				
Week: 10/29/12 11/04/121- 1	\$500.00				
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM	4	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		,	,	Ψ000.00
Week: 10/08/12 10/14/121- 1	\$200.00				
Week: 10/15/12 10/21/121 1	\$200.00				
Week: 10/22/12 10/28/121 1	\$200.00				
Week: 10/29/12 11/04/121- 1	\$200.00				
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM	5	\$3,500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        1-         1	Rate				•
• • • • • • • • • • • • • • • • • • • •	\$700.00				
	\$700.00				
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$700.00				
Week: 10/29/12 11/04/121- 1	\$700.00				
	\$700.00				
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00				
· · · · · · · · · · · · · · · · · · ·	Ψ000.00				

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Specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots	A
Start Date End Date Weekdays Spots/Week Rate	Amount
Week: 10/22/12 10/28/121- 1 \$600.00	
Week: 10/29/12 11/04/121- 1 \$600.00	
27 WISN 10/20/12 11/03/12 SA 630-7p 630p-7p :30 NM 2	\$1,000.00
<u>Start Date                                  </u>	·
Week: 10/22/12 10/28/12 0 \$0.00	
Week: 10/29/12 11/04/121- 1 \$500.00	
28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2	#2 000 00
Start Date End Date Weekdays Spots/Week Rate	\$2,000.00
Week: 10/08/12 10/14/121- 1 \$1,000.00	
Week: 10/15/12	
20 MISN 1006H2 1020H2 ADC Dilas Calles F. II 1 7 600	
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p :30 NM 3 Start Date End Date Weekdays Spots/Week Rate	\$3,000.00
Week: 10/01/12 10/07/121- 1 \$1,000.00	
Week: 10/08/12 10/14/12 0 \$0.00	
Week: 10/15/12	
30 WISN 10/13/12 11/03/12 News Sat 7-9a 7-9am :30 NM 4	\$1,800.00
<u>Start Date                                  </u>	. ,
Week: 10/08/12	
Week: 10/22/12 10/28/121- 1 \$450.00	
Week: 10/29/12 11/04/121- 1 \$450.00	
31 WISN 10/07/12 11/04/12 Late News 10pm 10p-1030p :30 NM 5	\$8,000.00
Start Date End Date Weekdays Spots/Week Rate	Ψ0,000.00
Week: 10/01/12 10/07/121 1 \$1,600.00 Week: 10/08/12 10/14/121 1 \$1,600.00	
Week: 10/08/12 10/14/121 1 \$1,600.00 Week: 10/15/12 10/21/121 1 \$1,600.00	
Week: 10/22/12 10/28/121 1 \$1,600.00	
Week: 10/29/12 11/04/121 1 \$1,600.00	
32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 4	\$3,800.00
Start Date End Date Weekdays Spots/Week Rate	Ψ3,000.00
Week: 10/08/12	
Week: 10/15/12	
Week: 10/29/12 11/04/121 1 \$950.00	
23 MICH 10/1/12 14/04/12 C: 450 C: 45	
Start Date End Date Weekdays Spots/Week Rate	\$800.00
Week: 10/08/12 10/14/121 1 \$200.00	
Week: 10/15/12 10/21/121 1 \$200.00	
Week: 10/22/12 10/28/121 1 \$200.00 Week: 10/29/12 11/04/121 1 \$200.00	
34 MISN 10/07/42 11/04/42 Novin Cun F20-1-	
34 WISN 10/07/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 Start Date End Date Weekdays Spots/Week Rate	\$2,500.00
Week: 10/01/12 10/07/121 1 \$500.00	
Week: 10/08/12 10/14/121 1 \$500.00	
Week: 10/15/12 10/21/121 1 \$500.00	
Week: 10/22/12 10/28/121 1 \$500.00	

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Amount



\*Line

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Ch Start Date End Date Description

3 WISN 10/01/12-10/07/12 DWTS Results

-1----

**Weekdays** 

-1----

-1----

PrivatePractice

Description

4 WISN 10/01/12-10/07/12 DWTS

10/14/12

End Date

10/07/12

10/14/12

10/21/12

10/28/12

2 WISN 10/15/12-10/21/12 PrivatePractice

Date Range

WISN 10/02/12 10/30/12

See MG 40.4

Start Date

Credited Week: 10/22/12

Week: 10/08/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Spot Ch

MG for 40.3 10/02

Contract / Revision Alt Order # 939457 06262067 1 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/03/12 / 10/03/12

Rate

Type Spots

Spots/

Length Week

<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/121	Spots/Week 1	<u>Rate</u> \$500.00				
35 WISN 10/07/12 11/04/12 Sun GMA		6-7a	:30	NM	5	¢0.000.00
Start Date End Date Weekdays	Spots/Week	Rate	.50	INIV	ij.	\$2,000.00
Week: 10/01/12 10/07/121	1	\$400.00				
Week: 10/08/12 10/14/121	1	\$400.00				
Week: 10/15/12 10/21/121	1	\$400.00				
Week: 10/22/12 10/28/121	1	\$400.00				
Week: 10/29/12 11/04/121	1	\$400.00				
36 WISN 10/21/12 10/21/12 Once		Sun 7-8p	:30	NM	1	\$2,500.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>				42,000.00
Week: 10/15/12 10/21/121	1	\$2,500.00				
37 WISN 10/07/12 11/04/12 News Sun		7-9am	:30	NM	5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/01/12 10/07/121	Spots/Week	Rate				·
Week: 10/01/12	1	\$400.00				
Week: 10/15/12 10/21/121	1	\$400.00		1		
Week: 10/22/12 10/28/121	1	\$400.00				
Week: 10/29/12 11/04/121	1	\$400.00 \$400.00				
	Maria O O					
38 WISN 10/14/12 11/04/12 This Week Start Date End Date Weekdays	With George Ste		:30	NM	2	\$2,000.00
Week: 10/08/12 10/14/121	Spots/Week 1	<u>Rate</u> \$1,000.00				
Week: 10/15/12 10/21/12	'n	\$0.00				
Week: 10/22/12 10/28/12	0	\$0.00				
Week: 10/29/12 11/04/121	1	\$1,000.00				
39 WISN 10/09/12 10/23/12 DanceResi	ılts	Tue 7-8p	:30	NM	2	640 000 00
Start Date End Date Weekdays	Spots/Week	Rate	.30	1.4141	~	\$10,000.00
Week: 10/08/12 10/14/12 -1	1	\$5,000.00				
Week: 10/15/12 10/21/12	0	\$0.00				
Week: 10/22/12 10/28/12 -1	1	\$5,000.00				
40 WISN 10/02/12 10/09/12 HappyEnd		Tue 8-9p	:30	NM	2	\$5,000.00
Start Date End Date Weekdays	Spots/Week	Rate			_	70,000.00
Week: 10/01/12 10/07/12 -1	1	\$2,500.00				
Spot Ch Date Range Description	-	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>		
1 WISN 10/01/12-10/07/12 HappyEnd	r	Tue 8-9p	-Tu :30 \$ <del>2,500.00</del>	NM		
See MG 40.3						

Start/End Time

Days

Tue 8-9p

Tue 7-8p

Tue 9-10p

1

Spots/Week

1

0

0

\$2,500.00

\$2,200.00

\$2,200.00

Tue 9-10p

Rate

\$0.00

Start/End Time

\$0.00

-Tu-----

-Tu-----

<u>Weekdays</u>

:30

:30

:30

Length

:30

\$2,500.00

\$2,500.00

Rate

\$2,200,00

NM

NM

NM

Type

NM

\$4,400.00

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10/03/12 / 10/03/12



Start Date End Date

11/04/12

Week: 10/29/12

<u>Weekdays</u>

1----

Spots/Week

1

Contract / Revision Alt Order # 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

				Dell	locratic Se	natorial Ca		10/03/12	/ 10	103/12
						Spot	s/			
*Line Ch Start				Start/End Time	Days	Length Wee	k Rate	Type S <sub>I</sub>	ots	Amount
Start Date Week: 10/29/12	11/04/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$2,200.00						
42 WISN 10/16 Start Date Week: 10/15/12		12 HappyEnd Weekdays -1	Spots/Week	Tue 8-9p <u>Rate</u> \$3,000.00		:30		NM	2	\$6,000.00
Spot Ch D	ate Range	Descriptio 1/12 HappyEnd	<u>n</u>	Start/End Time Tue 8-9p	<u>Weekday</u> -Tu		<u>Rate</u> \$3,000.00	<u>Type</u> <i>NM</i>		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-1 -1	1	\$3,000.00 \$3,000.00						
43 WISN 10/27 <u>Start Date</u> Week: 10/22/12		12 College Fo Weekdays 1-	otball Game #2 Spots/Week 1	230p-6p <u>Rate</u> \$7,000.00		:30	•	NM	1	\$7,000.00
44 WISN 11/03 Start Date Week: 10/29/12		12 ABC Prime Weekdays 2-	College Footbal Spots/Week 2	7-1030p <u>Rate</u> \$1,300.00	············	:30		NM	2	\$2,600.00
45 WISN 10/28 <u>Start Date</u> Week: 10/22/12		12 Sun 9-930/ <u>Weekdays</u> 2	Spots/Week	9-930A <u>Rate</u> \$225.00		:30		NM	2	\$450.00
46 WISN 10/22 <u>Start Date</u> Week: 10/22/12	2/12 10/22/	12 General Ho Weekdays 1	spital Spots/Week	2-3pm/1-2p Rate \$350.00		:30		NM	1	\$350.00
47 WISN 11/06 Start Date Week: 11/05/12	5/12 11/06/	12 General Ho <u>Weekdays</u> -1		2-3pm/1-2p <u>Rate</u> \$350.00		:30		NM	1	\$350.00
48 WISN 10/15 Start Date Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 Week: 11/05/12		12 Late News <u>Weekdays</u> 1 1 1	10PM Spots/Week 1 1 1 1	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00		:30		NM	4	\$6,400.00
49 WISN 10/15 <u>Start Date</u> Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 Week: 11/05/12	5/12 11/05/	12 The View  Weekdays 1 1 1	Spots/Week 1 1 1 1	10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00 \$500.00		:30		NM	4	\$2,000.00
50 WISN 11/06 <u>Start Date</u> Week: 11/05/12	5/12 11/06/ End Date 11/11/12		Spots/Week 1	10-11am <u>Rate</u> \$500.00		:30		NM	1	\$500.00
51 WISN 10/15  Start Date  Week: 10/15/12  Week: 10/22/12  Week: 10/29/12  Week: 11/05/12	5/12 11/05/ End Date 10/21/12 10/28/12 11/04/12 11/11/12	12 ANDERSO  Weekdays 1 1 1	N COOPER Spots/Week 1 1 1 1	M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00		:30		NM	4	\$900.00
52 WISN 10/29	/12 11/05/		Spots/Meek	3-4p		:30		NM	2	\$1,000.00

Rate

\$500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 **Democratic Senatorial Ca** 

*Line Ch Start	Date End D		on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						
53 WISN 11/06	/12 11/06/	12 3-4p	· · · · · · · · · · · · · · · · · · ·	3-4p		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		1,11,1	•	φ500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, ,
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12			\$600.00						
55 WISN 10/15			•	5-530pm		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				i		
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM		£1 400 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		I VEIVI	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00				1		
Week: 10/22/12	10/28/12	1	1	\$350.00				ı		
Week: 10/29/12	11/04/12	1	1	\$350.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08	/12 11/05/ <sup>-</sup>	12 News M-F	6p	6-630pm	•	:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						. =
Week: 10/08/12	10/14/12	1	1 *	\$1,200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00				ı		
Week: 11/05/12	11/11/12	1	1	\$1,200.00 \$1,200.00				ŀ		
58 WISN 10/15			C-							
Start Date	/12 11/05/ <sup>-</sup> End Date	12 News M-F Weekdays	Spots/Week	6-7A		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	<u> </u>	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06	/12 11/06/1	12 News M-F	6a	6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		"""	'	Ψ1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22		12 Entertainm	ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, ,======
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$850.00						
				\$850.00						
61 WISN 10/08/			ning America	7-9a		:30		NM	5	\$5,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u>				1		
Week: 10/15/12	10/21/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12		1	\$1,000.00						
			•	+ -,				i		

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	Contract / Revision	Alt Order #
	939457 / 3	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

Totals

357

\$321,300.00

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate WISN 11/06/12 11/06/12 Good Morning America 7-9a :30 NM \$1,000.00 Rate \$1,000.00 Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1----1 WISN 10/15/12 LIVE WITH KELLY! 11/05/12 9-10am :30 NM \$1,800.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 \$450.00 Week: 10/22/12 10/28/12 1-----1 \$450.00 Week: 10/29/12 11/04/12 1 -1 \$450.00 Week: 11/05/12 11/11/12 1 \$450.00 64 WISN 10/06/12 10/06/12 PostBadger PostBadger :30 NM 1 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----S-\$1,000.00 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NM \$1,500.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----S-\$1,500.00 66 WISN 10/04/12 10/04/12 LastResort Thu 7-8p :30 NM 1 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$3,000.00 67 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 NM \$350.00 Start Date End Date Weekdays Spots/Week Rate \$350.00 Week: 10/01/12 10/07/12 ---TF--1 68 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM \$250.00 Start Date Weekdays Spots/Week **End Date** Rate Week: 10/01/12 10/07/12 \$250.00 ----\$-1 69 WISN 10/07/12 10/07/12 Su 458-6a 458-6AM :30 NM \$200.00 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 \$200.00 70 WISN 10/04/12 10/05/12 KATIE COURIC M-F 2-3P :30 NM 2 \$800.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--2 \$400.00 71 WISN 10/04/12 10/05/12 Nightline 11p-1130p :30 NM \$1,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--\$1,500.00 1 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE INSIDE HUD 1035<sub>I</sub> :30 NM \$250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$250.00 ----S-1

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 256 \$231,600.00 \$196,860.00 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 357 \$321,300.00 \$273,105.00

Signature:	 		Date:	

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	Contract / Revision 939457 /	<u>on</u> 3	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533
Advertiser  Democratic Senatoria	l Ca	1	inal Date / Revision 0/03/12 / 10/03/12

## CONTRACT



**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re	vision		Alt Order #	<u> </u>
	939457	/ 4		06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
<u>Advertiser</u>			Or	iginal Date	/ Revision
Democratic Senatorial Ca	mpaign Com	mittee	1	0/04/12	/ 10/04/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	ıt E	xecutive	Sales Office
	WISN	Will Hi	ldet	orandt	HRP -Washingt
	Special Hand	ling			
	Demographic				
	Adults 35+				
	IDB#	Adverti	Ser	Code	Product Code
	8091	49		0,000	53
	Agency Ref	<u> </u>		Advertiser	Ref

						Spots/				
		ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
1 WISN 10/02		12 General H	ospital	2-3pm/1-2p	***************************************	:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						40,000,00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00				ı		
2 WISN 10/02			10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						Ψ=1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02	!/1 <mark>2 11/02</mark> /	12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				7	• •	Ψ1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	- <b>T</b> WTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02		12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					·	Ψ+,1 00.00
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00				i		
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02	/12 11/02/	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	\$0,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00				i		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						

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	Contract / Revision	Alt Order #		
	939457 / 4	06262067		
Contract Dates	Product	Estimate #		
10/02/12 - 11/06/12	DSCC-IE	1533		

<u>Advertiser</u> Original Date / Revision 10/04/12 / 10/04/12 **Democratic Senatorial Ca** 

_	_	
•		

						Spots/				
*Line Ch Start		ate Description		Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$750.00				"		
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$750.00 \$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02			N COOPER	M-F 11A-12P		:30		N 13.4	4.4	00.450.00
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09		12 THE CHEV		12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	2	\$300.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF -TWTF	2 2	\$300.00						
		***************************************		\$300.00						
8 WISN 10/02 Start Date	/12 11/02/ End Date			M-F 2-3P		:30		NM	10	\$4,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$400.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00				ŀ		
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00				ì		
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02	/12 11/02/	12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00				i		
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				- 1		
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	2	\$500.00				i		
	11/04/12	-TWTF	2	\$500.00			······			
10 WISN 10/02			0	4P-5P		:30		NM	10	\$6,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TwTF	Spots/Week 2	<u>Rate</u> \$600.00						
Week: 10/08/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02	/12 11/02/	12 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				''''	17	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02				5-6A		:30		NM	15	\$5,250.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/07/12	-TWTF -TWTF	2 3	\$350.00				l		
1100K. 10/00/12	10/14/12	1 W 1 1	3	\$350.00						

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

www.wisn.com				Democratic Senatorial Ca			10/04/12	10/04/12 / 10/04/12		
						Spots/				
*Line Ch Start	Date End [	Date Descript	ion	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 3	Rate		11-300000				
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	3	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02				6-630pm		:30	·	NIM	4.4	£40 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02	/12 11/02/	12 News M-F	- 6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						410,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	3	\$1,000.00						
		-TWTF	4	\$1,000.00						
15 WISN 10/02			nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF <b></b>	<u>Spots/Week</u> 2	Rate						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00 \$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00				l		
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02/	/12 11/02/	12 Good Mor	ning America	7-9a		:30		NM	24	624 666 66
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00				Ī		
17 WISN 10/02/		12 LIVE WIT	H KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, ,======
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$450.00						
Week: 10/13/12	10/21/12	-TWTF -TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00 \$450.00				1		
	*****		<u> </u>							
18 WISN 10/26/ Start Date	′12 10/26/′ End Date	12 2020 <u>Weekdays</u>	Spots/Week	Fri 9-10p		:30		MM	1	\$3,000.00
Week: 10/22/12	10/28/12	1	<u> </u>	<u>Rate</u> \$3,000.00						
19 WISN 10/08/		12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	,
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00				J		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate #
Advertiser	[0]	riginal Date / Revision

**Democratic Senatorial Ca** 

*Line Ch Start Date End Date Description	Start/End Time	Spots/	T O t.	
		Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	<u>Rate</u> Start/End Time	Weekdays Length Rate	Tumo	
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	<u>Weekdays Length Rate</u> M :30 \$5,000.00	Type NM	
See MG 19.6	i inne Omer	.30 <del>\$3,000.00</del>	INIVI	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M: :30 \$5,000.00	NM	
⊕ MG for 19.3 10/22		.55 \$0,000.50	1414(	
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate		75.77	Ψ+,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Туре</u>	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M <b></b> :30 \$4,000.00	NM	
Credited Week: 10/29/12 11/04/12 1 1	<b>*</b> 4.000.00			
	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate			
Week: 10/08/12 10/14/121- 1	\$600.00 \$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
N 22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	.20	Alba	
Start Date End Date Weekdays Spots/Week	230p-op Rate	:30	NM 1	\$6,500.00
Week: 10/08/12 10/14/121- 1	\$6,50 <u>0.00</u>			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/08/12-10/14/12 College Football Game #2	230р-6р	Sa :30 \$6,500.00	NM	
See MG 22.2				
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.00	NM	
→ MG for 22.1 10/13				
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate			
Week: 10/08/12 10/14/121- 1	\$500.00 \$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	.20	NIA .	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		· · · · · · · · · · · · · · · · · · ·	<b>\$0,000.00</b>
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00		l l	

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u> </u>	riginal Date / Revision

**Democratic Senatorial Ca** 

				L						
						Spots/				
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						<del></del>
26 WISN 10/06				6-7a		:30		NM	5	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/08/12	10/07/12	1 <del>-</del>	1	\$600.00						
Week: 10/05/12 Week: 10/15/12	10/14/12	1-	1	\$600.00 \$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	<del></del> 1-	1	\$600.00						
27 WISN 10/20	/12 11/03/	12 SA 630-7p		630p-7p		:30		NM	2	¢4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		INIV	2	\$1,000.00
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1_	1	\$500.00						
28 WISN 10/13		•		630-7p		:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/14/12	T	1 0	\$1,000.00 \$0.00						
Week: 10/13/12	10/21/12	1-	1	\$1,000.00						
29 WISN 10/06		***************************************	College Footbal	***************************************		.20			•	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	<del></del> 1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00				]		
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/		12 News Sat 7	'-9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1-	1	\$450.00						
Week: 10/13/12	10/21/12	1- 1-	1	\$450.00 \$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00 \$450.00						
31 WISN 10/07/	***************************************		10nm		***************************************	.00			_	
Start Date	End Date	Weekdays	Spots/Week	10p-1030p Rate		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/			SU 1030PM	1030p-11p		:30		MM	4	\$3,800.00
Start Date Week; 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/15/12	10/14/12	1	1 1	\$950.00						
Week: 10/13/12 Week: 10/22/12	10/28/12	<u>-</u> 1	1	\$950.00 \$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/			-	458-6AM		:30		NIBA	4	<b>###</b>
Start Date	End Date	Weekdays	Spots/Week	Rate		.ou		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00				1		
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/	11/04/1	i2 News Sun (	530pm	530-6p		:30		NM	5	\$2,500.00

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Contract / Revision Alt Order # 939457 06262067 / 4 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

						Spot	s/			
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Length Wee	k Rate	TypeS	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07/	/12 11/04/ <sup>-</sup>	12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						•
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21/				Sun 7-8p		:30		NM	1	\$2,500.00
Start Date Week: 10/15/12	End Date	Weekdays	Spots/Week	Rate						
	10/21/12		11	\$2,500.00						
37 WISN 10/07/				7-9am		:30		NM	5	\$2,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/08/12	10/07/12	1	1	\$400.00 \$400.00						
Week: 10/05/12	10/14/12	1	1	\$400.00 \$400.00						
Week: 10/13/12	10/21/12	<u>-</u> 1	1	\$400.00 \$400.00				1		
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14/			\ACAL 0 01							
Start Date	/12 11/04/1 End Date	Weekdays	With George Ste Spots/Week	•		:30		NM	2	\$2,000.00
Week: 10/08/12	10/14/12	1	<u> 500(5/4466K</u> 1	<u>Rate</u> \$1,000.00				- 1		
Week: 10/15/12	10/21/12		Ö	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09/	12 10/23/1	12 DanceResi	ilte	Tue 7-8p		:30		NIN A	_	040 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		MM	2	\$10,000.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0,00				1		
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02/	12 10/09/	12 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1 4141	2	\$5,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
	<u>te Range</u>	<u>Description</u>	<u>n</u>	Start/End Time	<u>Weekda</u>	<u>ys</u> <u>Length</u>	<u>Rate</u>	<u>Туре</u>		
1 WISN 10		/12 HappyEnd	i	Tue 8-9p	-Tu	:30	\$2 <del>,500.00</del>	NΜ		
See MG 40										
		/12 DWTS Re:	sults	Tue 8-9p	-Tu	:30	<del>\$2,500.00</del>	NM		
⊕ See MG 40		/40 DW/TC		·	_					
4 WISN 10		112 04/12		Tue 7-8p	-Tu	:30	\$2,500.00	NM		
	3 10/02 10/14/12	<del>-</del> 1	1	ቀን ደበብ ሰብ						
		· · · · · · · · · · · · · · · · · · ·		\$2,500.00						
41 WISN 10/02/ Start Date			_	Tue 9-10p		:30		NM	2	\$4,400.00
Week: 10/01/12	10/07/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$2,200.00						
		-	•	Ψ2,200.00				L		

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\$500.00



Contract / Revision Alt Order # 939457 1 06262067 Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/04/12 / 10/04/12

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Weekdays Start Date End Date Spots/Week <u>Rate</u> Spot Ch Date Range Description Start/End Time Weekdays Length Rate <u> Type</u> 1 WISN 10/01/12-10/07/12 PrivatePractice 4 6 1 Tue 9-10p -Tu-----:30 \$2,200,00 NM See MG 41.4 4 WISN 10/01/12-10/07/12 Scandal Thu 9-10p ----Th-----:30 \$2,200,00 NM MG for 41.1 10/02 Week: 10/08/12 10/14/12 0 \$0.00 Week: 10/15/12 10/21/12 1 \$2,200.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length <u>Rate</u> **Type** 2 WISN 10/15/12-10/21/12 PrivatePractice Tue 9-10p -T11-----:30 \$2,200.00 NM Credited Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 -1----1 \$2,200.00 42 WISN 10/16/12 10/30/12 HappyEnd Tue 8-9p :30 NM 2 \$6,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 \$3,000.00 Date Range Description Spot Ch Start/End Time <u>Weekdays</u> Length Rate Type 1 WISN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu-----:30 \$3.000.00 NM Credited Week: 10/22/12 10/28/12 -1----1 \$3,000.00 Week: 10/29/12 11/04/12 -1----\$3,000.00 43 WISN 10/27/12 10/27/12 College Football Game #2 230p-6p :30 NM \$7,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1-\$7,000.00 WISN 11/03/12 11/03/12 ABC Prime College Footbal 7-1030p :30 NM 2 \$2,600.00 Start Date End Date Weekdays 1 Spots/Week Rate Week: 10/29/12 11/04/12 2 \$1,300.00 45 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM 2 \$450.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$225.00 46 WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p :30 NM \$350.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 1-----\$350.00 1 WISN 11/06/12 11/06/12 General Hospital 2-3pm/1-2p :30 NM \$350.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$350.00 WISN 10/15/12 11/05/12 Late News 10PM 10-1030p :30 NM \$6,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$1,600.00 1 Week: 10/22/12 10/28/12 1 \$1,600.00 Week: 10/29/12 11/04/12 1 \$1,600.00 Week: 11/05/12 11/11/12 1 \$1,600.00 WISN 10/15/12 11/05/12 The View 10-11am :30 NM \$2,000 00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 \$500.00 Week: 10/22/12 10/28/12 1 \$500.00 Week: 10/29/12 11/04/12 1 \$500.00 Week: 11/05/12 11/11/12 1 \$500.00 50 WISN 11/06/12 11/06/12 The View 10-11am :30 NM

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 / 4 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start				Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$500.00						
51 WISN 10/15		12 ANDERS	ON COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	T	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00 \$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29/		12 3-4p		3-4p		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					-	Ψ1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06/			C+++-0811.	3-4p		:30		MM	1	\$500.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays -1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00				ŀ		
54 WISN 10/29/	/12 11/05/	12 DR. OZ		4P-5P		:30	٠	NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					-	V.,200.00
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$600.00				- 1		
	***************************************		1	\$600.00						
55 WISN 10/15/ Start Date	/12 11/05/ End Date	12 News M-F Weekdays	5p Spots/Week	5-530pm		:30		MM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	Spots/vveek 1	<u>Rate</u> \$1.000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15/	/12 11/05/	12 News M-F	5a	5-6A	***	:30	***************************************	NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						71,100.00
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00 \$350.00				i		
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08/	<del>\\</del>	12 News M-F		·		-20			_	
Start Date	End Date	Weekdays	Spots/Week	6-630pm Rate		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/		12 ` News M-F		6-7A		:30		NM	4	\$4,000.00
<u>Start Date</u> Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/	12 11/06/	12 News M-F	6a	6-7A		:30		NM	1	\$1 DOD OD
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				14(4)	'	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22/			ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		. , ===+*

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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357

\$321,300.00

Totals



Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser

Original Date / Revision 10/04/12 / 10/04/12 **Democratic Senatorial Ca** 

*Line Ch Start Date End Date Descriptio	n	Start/End Time	Spo Days Length We		pe Spots	Amount
Start Date         End Date         Weekdays           Week: 10/22/12         10/28/12         1           Week: 10/29/12         11/04/12         1           Week: 11/05/12         11/11/12         1	Spots/Week 1 1 1	Rate \$850.00 \$850.00 \$850.00		on rate 19	росрою	Attioune
61 WISN 10/08/12 11/05/12 Good Morn  Start Date End Date Weekdays  Week: 10/08/12 10/14/12 1  Week: 10/15/12 10/21/12 1  Week: 10/22/12 10/28/12 1  Week: 10/29/12 11/04/12 1  Week: 11/05/12 11/11/12 1	ing America Spots/Week 1 1 1 1	7-9a Rate \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	:30	N	M 5	\$5,000.00
62 WISN 11/06/12 11/06/12 Good Morni Start Date End Date Weekdays Week: 11/05/12 11/11/12 -1	ng America Spots/Week 1	7-9a <u>Rate</u> \$1,000.00	:30	N	IM 1	\$1,000.00
63 WISN 10/15/12 11/05/12 LIVE WITH  Start Date End Date Weekdays  Week: 10/15/12 10/21/12 1  Week: 10/22/12 10/28/12 1  Week: 10/29/12 11/04/12 1  Week: 11/05/12 11/11/12 1	KELLY! Spots/Week 1 1 1 1	9-10am Rate \$450.00 \$450.00 \$450.00 \$450.00	:30	N	M 4	\$1,800.00
64 WISN 10/06/12 10/06/12 PostBadger  Start Date End Date Weekdays  Week: 10/01/12 10/07/12S-	Spots/Week 1	PostBadger <u>Rate</u> \$1,000.00	:30	N	M 1	\$1,000.00
65 WISN 10/06/12 10/06/12 BIG 12 Bad <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/01/12 10/07/12S-	gerPost <u>Spots/Week</u> 1	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	N	M 1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort  Start Date End Date Weekdays  Week: 10/01/12 10/07/12T	Spots/Week 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30	N	M 1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5 Start Date End Date Weekdays Week: 10/01/12 10/07/12TF	a <u>Spots/Week</u> 1	5-6A <u>Rate</u> \$350.00	:30	N	M 1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a Start Date End Date Weekdays Week: 10/01/12 10/07/12S-	Spots/Week 1	456-6AM <u>Rate</u> \$250.00	:30	N	M 1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a  Start Date End Date Weekdays  Week: 10/01/12 10/07/12S	Spots/Week 1	458-6AM <u>Rate</u> \$200.00	:30	N	M 1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COU Start Date End Date Weekdays Week: 10/01/12 10/07/12TF	RIC Spots/Week 2	M-F 2-3P <u>Rate</u> \$400.00	:30	N	M 2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline Start Date End Date Weekdays Week: 10/01/12 10/07/12TF	Spots/Week 1	11p-1130p <u>Rate</u> \$1,500.00	:30	N	M 1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE  Start Date End Date Weekdays  Week: 10/01/12 10/07/12S-	HUDDLE Spots/Week 1	INSIDE HUD 1035 <sub> </sub> <u>Rate</u> \$250.00	:30	N	M 1	\$250.00

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	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser  Democratic Senatoria		10/04/12 / 10/04/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	357	\$321,300.00	\$273,105.00

Signature:	Date:	
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## CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

!	Contract / Rev	ieion	Alt Order#				
			ľ				
	939457	/ 5		06262067			
Product							
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
Advertiser			<u>Ori</u>	ginal Date i	Revision		
Democratic Senatorial Ca	ımpaign Com	mittee	1	0/05/12	/ 10/05/12		
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade		
	EOM/EOC	Broadcast			Cash		
	Station	Account Executive		xecutive	Sales Office		
	WISN	Will Hil	ldeb	orandt	HRP -Washingt		
	Special Hand	ing					
	Demographic						
	Adults 35+						
	IDB#	<u>Advert</u>	iser	<u>Code</u>	Product Code		
	8091	49			53		
	Agency Ref			Advertiser	Ref		

Spots/ Length Week Rate Type Spots Amount Start/End Time Days \*Line Ch Start Date End Date Description NM \$3,500.00 11/02/12 General Hospital 2-3pm/1-2p :30 WISN 10/02/12 **End Date** Start Date Weekdays Spots/Week Rate \$350.00 2 Week: 10/01/12 10/07/12 -TWTF---TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--\$350.00 Week: 10/15/12 10/21/12 2 -TWTF--2 \$350.00 10/28/12 Week: 10/22/12 2 \$350.00 -TWTF--Week: 10/29/12 11/04/12 :30 NM 15 \$24,000.00 Late News 10PM 10-1030p WISN 10/02/12 11/02/12 Spots/Week End Date Rate Start Date Weekdays \$1,600,00 Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTF--2 4 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--3 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--4 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--:30 NM 14 \$7,000.00 WISN 10/02/12 11/02/12 The View 10-11am Spots/Week Rate Start Date End Date <u>Weekdays</u> Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 10/21/12 -TWTF--3 \$500.00 Week: 10/15/12 10/28/12 -TWTF--3 \$500.00 Week: 10/22/12 Week: 10/29/12 11/04/12 -TWTF--\$500.00 NM \$4,750.00 Late News 1030PM 1030p-11p :30 WISN 10/02/12 11/02/12 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--1 \$950.00 \$950.00 -TWTF--1 Week: 10/08/12 10/14/12 \$950.00 10/21/12 -TWTF--1 Week: 10/15/12 Week: 10/22/12 \$950.00 10/28/12 -TWTF--1 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 NM 11p-1130p :30 8 \$6,000.00 WISN 10/02/12 11/02/12 Nightline Weekdays Spots/Week Start Date **End Date** Rate \$750.00 Week: 10/01/12 10/07/12 -TWTF--1 -TWTF--\$750.00 1 10/14/12 Week: 10/08/12

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 06262067 939457 / 5

Estimate # Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End Da	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate					·	
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02	2/12 11/02/1	2 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00				İ		
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09		12 THE CHE		12P-1P		:30		NM	8	\$2,400.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				ŀ		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00					40	04.000.00
8 WISN 10/0				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00 \$400.00				i		
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00 \$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2 2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF						NINA	40	<b>#E 000 00</b>
9 WISN 10/0		•		3-4p		:30		NM	10	\$5,000.00
Start Date		<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$500.00						
Week: 10/01/12	10/07/12 10/14/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
						:30		NM	10	\$6,000.00
10 WISN 10/0			Snota Atlank	4P-5P Rate		.30		14141	10	φ0,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	\$600.00						
Week: 10/08/12	10/11/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/13/12 Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/0		12 News M-F	5n	5-530pm		:30		NM	14	\$14,000.00
	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/0	2/12 11/02/	/12 News M-I	5a	5-6A		:30		NM	15	\$5,250.00
Start Date		Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

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otherwise, on contracts, insertion orders, copy instructions or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such continuous. Four weeks advance cancellation or any correspondence when such cancel and cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence when such cancellation or any correspondence wh



Contract / Revision Alt Order# / 5 06262067 939457

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/	•			
*Line Ch Sta	art Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Da		<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/1		-TWTF	3	\$350.00						
Week: 10/22/1:		-TWTF	3	\$350.00						
Week: 10/29/1:		-TWTF	4	\$350.00					4.4	#40 000 00
13 WISN 10				6-630pm		:30		NM	14	\$16,800.00
Start Da		<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,200.00						
Week: 10/01/1: Week: 10/08/1:		-TWTF	3	\$1,200.00						
Week: 10/15/1		-TWTF	3	\$1,200.00						
Week: 10/22/1		-TWTF	3	\$1,200.00						
Week: 10/29/1		-TWTF	3	\$1,200.00						
14 WISN 10				6-7A		:30		NM	15	\$15,000.00
Start Da		Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/1		-TWTF	2	\$1,000.00						
Week: 10/08/1		-TWTF	3	\$1,000.00						
Week: 10/15/1		-TWTF	3	\$1,000.00						
Week: 10/22/1		-TWTF	3	\$1,000.00						
Week: 10/29/1	2 11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10			ent Tonight	630p-7pm		:30		NM	11	\$9,350.00
Start Da		<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$850.00						
Week: 10/01/1	2 10/07/12 Date Ra <u>nge</u>	Description	_	Start/End Time	Weekda	ays Length	Rate	<u>Type</u>		
Spot Ch	10/01/12-10/07		nent Tonight	630p-7pm	-TuWTh		\$850.00	NM		
	G 23.6	772 Lineitann	none rongne	000p 7p	, 4,,,,,,		• • • • • • • • • • • • • • • • • • • •			
Week: 10/08/1		-TWTF	2	\$850.00						
Week: 10/15/1		-TWTF	3	\$850.00						
Week: 10/22/1	2 10/28/12	-TWTF	2	\$850.00						
Week: 10/29/1	2 11/04/12	-TWTF	3	\$850.00						
16 WISN 10	)/02/12 11/02/	12 Good Mor	ning America	7-9a		:30		NM	21	\$21,000.00
Start D		<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/1		-TWTF	3	\$1,000.00				l		
Week: 10/08/1		-TWTF	4	\$1,000.00						
Week: 10/15/1		-TWTF	4	\$1,000.00						
Week: 10/22/1		-TWTF	5 5	\$1,000.00 \$1,000.00				l		
Week: 10/29/1		-TWTF				.00		NM	1.4	00.000
17 WISN 10				9-10am		:30		ININI	14	\$6,300.00
<u>Start D</u> Week: 10/01/1		<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$450.00						
Week: 10/01/1		-TWTF	2	\$450.00						
Week: 10/15/1		-TWTF	3	\$450.00						
Week: 10/22/1		-TWTF	3	\$450.00						
Week: 10/29/1		-TWTF	4	\$450.00						
18 WISN 1		/12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start D	ate End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/1		1	1	\$3,000.00					_	
	0/08/12 11/05			Prime Other		:30		NM	5	\$25,000.00
Start D		<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$5,000.00						
Week: 10/08/ Week: 10/15/		1	1	\$5,000.00						
VVCCR. IU/IU/	10/21/12	_	•	40,000.00						

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Contract / Revision Alt Order# 06262067 / 5 939457 Estimate# Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 **Democratic Senatorial Ca** 

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rat	e Type Spots	3	Amount
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/12 1 1	\$5,000.00	ne de Dat	- Tuno		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rat			
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M:30 \$5,000.0	θ NM		
See MG 19.6		M :30 \$5,000.0	o NM		
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.0	14141		
(f) MG for 19.3 10/22  Week: 10/29/12 11/04/12 1 1	\$5,000.00				
Veck. 10/20/12	\$5,000.00				
VVCCK. 17700712 1771712 2		:30	NM	1	\$4,000.00
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	.30	14141	•	Ψ4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/22/12 10/28/12 1 1	<u>Rate</u> \$4,000.00				
WOOK. TOTZETTE TOTZOTTE	Start/End Time	Weekdays Length Ra	te <u>Type</u>		
Spot Ch Date Range Description  1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M:30 \$4,000.0			
Credited Substitution					
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/121- 1	\$600.00		1		
Week: 10/08/12 10/14/121- 1	\$600.00		į		
Week: 10/15/12 10/21/121- 1	\$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				<b>70 500 00</b>
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM	1	\$6,500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/08/12 10/14/121- 1	\$6,500.00 Start/End Time	Weekdays <u>Length</u> Ra	ite <u>Type</u>		
Spot Ch Date Range Description  1 WISN 10/08/12-10/14/12 College Football Game #2		Sa :30 \$6,500.	_		
1 WISN 10/08/12-10/14/12 College Football Game #2 See MG 22.2	250p 0p				
2 WISN 10/06/12-10/06/12 College Football BADGEF	230p-6p	Sa :30 \$6,500.	00 NM		
® MG for 22.1 10/13					
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM	5	\$3,350.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12 10/07/121 1	\$500.00				
Spot Ch Date Range Description	Start/End Time		ate <u>Type</u>		
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Sa :30 \$500.	00 NM		
See MG 23.6	1000 11		00 NM		
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350	NIVI		
⊕ MG for 15.1,23.1     Week: 10/08/12  10/14/12 1     1	\$500.00				
Week. 10/00/12 10/1/1/2	\$500.00				
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$500.00				
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$500.00				
7700K. 1012012	456-6AM	:30	NM	4	\$800.00
24 WISN 10/13/12 11/03/12 Sa 458-6a Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>		,00	]		
Week: 10/08/12 10/14/121- 1	\$200.00				
Week: 10/15/12 10/21/121- 1	\$200.00				
Week: 10/22/12 10/28/121- 1	\$200.00				
Week: 10/29/12 11/04/121 1	\$200.00				
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM	5	\$3,500.00
	-				

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Alt Order # Contract / Revision 939457 06262067 / 5

Contract Dates Product Estimate# 1533 DSCC-IE 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> Democratic Senatorial Ca 10/05/12 / 10/05/12

						Spots/				
*Line Ch Start l	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	1 <del>-</del> 1-	1	\$700.00 \$700.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1-	1	\$700.00						
Week: 10/13/12	10/21/12	1 <del>-</del>	1	\$700.00				l		
Week: 10/29/12	11/04/12	1-	1	\$700.00						
26 WISN 10/06/		12 Sat GMA		6-7a		:30		NM	5	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				ı		
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20/		•		630p-7p		:30		NM	2	\$1,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1-	1 0	\$0.00				İ		
Week: 10/29/12	11/04/12	1-	1	\$500.00						
	,,,			630-7p		:30		NM	2	\$2,000.00
28 WISN 10/13 Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	L	Ψ2,000.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00				ŀ		
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06	/12 10/20/	12 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00				1		
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13				7-9am		:30		MM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1-	1	\$450.00 \$450.00						
Week: 10/13/12	10/21/12	1-	1	\$450.00 \$450.00				l		
Week: 10/29/12	11/04/12	1-	i	\$450.00						
31 WISN 10/07			10nm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			Ů	40,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00				j		
Week: 10/22/12	10/28/12	1	1	\$1,600.00				ı		
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14		12 Late News		1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1 <sup>1</sup>	1	\$950.00 \$950.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	<u>1</u>	1	\$950.00 \$950.00						
						120		NIR A	4	<b>ድ</b> ውለሳ ሳሳ
33 WISN 10/14 Start Date	/12 11/04/ End Date	12 Su 458-6a Weekdays	Spots/Week	458-6AM <u>Rate</u>		:30		NM	4	\$800.00
Start Date	TIM Date	vvcc.ruays	Opolarvicek	T/are						

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Contract Agreement Between:



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order# Contract / Revision 939457 / 5 06262067 Product Estimate #

Contract Dates 1533 DSCC-IE 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots	s/			
*Line Ch Start [	Date End Da	ate Description	1	Start/End Time	Days	Length Weel	k Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1 1	1	\$200.00 \$200.00						
Week: 10/29/12	11/04/12		•					313.0	_	00 500 00
34 WISN 10/07/				530-6p		:30		NM	5	\$2,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/01/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00				1		
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07/	12 11/04/1	2 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21/				Sun 7-8p		:30		NM	1	\$2,500.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays 1	<u>Spots/Week</u> 1	<u>Rate</u> \$2,500.00						
37 WISN 10/07/	12 11/04/1	2 News Sun 7	7-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	<u> </u>	\$400.00						00.000.00
38 WISN 10/14/			With George Ste			:30		NM	2	\$2,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/14/12		ò	\$0.00						
Week: 10/22/12	10/28/12		ő	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
N 39 WISN 10/09/	12 10/23/	12 DanceResu	ılts	Tue 7-8p		:30		NM	3	\$12,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>.</u> <u>Rate</u>						
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
	<u>ite Range</u>	Description	<u>1</u>	Start/End Time	<u>Weekda</u>		<u>Rate</u>	<u>Type</u>		
	/08/12-10/14	/12 DanceRes	ults	Tue 7-8p	<del>-</del> Tu	:30	\$ <del>5,000.00</del>	NM		
See MG 3		40 DIATO D		T 0 0	<b>T.</b>	.20	#E 000 00	NIN A		
3 WISN 10		/12 DWTS Res	suits	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
MG for 40.     4 WISN 10	/08/12-10/14	/12 DWTS-Ju	dges Analysis	Tue 7-8p	-Tu	: :30	\$2,500.00	NM		
	•		_	<b>A</b>						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	11	\$5,000.00						
N 40 WISN 10/02				Tue 8-9p		:30		NM	1	\$2,500.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$2,500.00						
Week. 10/01/12	10/0//12	-T	ı	φ <b>∠</b> ,υσυ.υσ					I	

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Alt Order# Contract / Revision 06262067 939457 / 5 Product Estimate # Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Ädvertiser Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spots	s/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Weel		Type Spo	ts	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30	\$ <del>2,500.00</del>	NM		
See MG 40.3	Tue 9 An	-Tu :30	\$2,500.00	NM		
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-1430	<del>42,000.00</del>	14141		
⊕ See MG 40.4     4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2,500.00	NM		
MG for 40.3 10/02	rue r-op		Ψ2,000.00			
Week: 10/08/12 10/14/12 -1 1	\$2,500.00					
Spot Ch Date Range <u>Description</u>	Start/End Time	Weekdays Length	Rate	Туре		
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu:30	\$2,500.00	NM		
See MG 39.3,39.4	•					
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30		NM	2	\$4,400.00
Start Date End Date Weekdays Spots/Week	Rate					•
Week: 10/01/12 10/07/12 -1 1	\$2,200.00			i		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30	\$ <del>2,200.00</del>	NM		
See MG 41.4						
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30	\$2,200.00	NM		
® MG for 41.1 10/02	en on					
Week: 10/08/12 10/14/12 0	\$0.00					
Week: 10/15/12 10/21/12 -1 1	\$2,200.00	Weekdays Length	Rate	Type		
Spot Ch Date Range Description	Start/End Time Tue 9-10p	Weekdays Length -Tu:30	\$2,200.00	NM		
2 WISN 10/15/12-10/21/12 PrivatePractice Credited	rue 9-rop	-1u	<del>92,200.00</del>	′′′′′		
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/12 -1 1	\$2,200.00					
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50			-	Ψ0,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu: :30	\$3 <del>,000.00</del>	NM		
Credited	·			1		
Week: 10/22/12 10/28/12 -1 1	\$3,000.00					
Week: 10/29/12 11/04/12 -1 1	\$3,000.00					
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30		NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			l		
Week: 10/22/12 10/28/121- 1	\$7,000.00					
44 WISN 11/03/12 11/03/12 ABC Prime College Footba	1 7-1030p	:30		NM	2	\$2,600.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/29/12 11/04/122- 2	\$1,300.00					
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30		NM	2	\$450.00
Start Date	Rate					
Week: 10/22/12 10/28/122 2	\$225.00					
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30		NM	1	\$350.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/22/12 10/28/12 1 1	\$350.00					<b>#</b> 0 <b>**</b> 0 <b>**</b> 0
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30		NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	<u>Rate</u> \$350.00			ŀ		
Week: 11/05/12 11/11/12 -1 1	\$35U.UU			ı		

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Contract / Revision Alt Order# 06262067 939457 / 5

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

Snots/

			Spots/			
*Line Ch Start Date End D	ate Description	Start/End Time	Days Length Week	Rate TypeS	pots	Amount
Start Date End Date	Weekdays Spots/\	<u>Veek Rate</u>				
48 WISN 10/15/12 11/05/	12 Late News 10PM	10-1030p	:30	NM	4	\$6,400.00
Start Date End Date	Weekdays Spots∧					
Week: 10/15/12 10/21/12	1 1	\$1,600.00				
Week: 10/22/12 10/28/12	1 1	\$1,600.00 \$1,600.00				
Week: 10/29/12 11/04/12 Week: 11/05/12 11/11/12	1 1	\$1,600.00				
			.20	NM	4	62 000 00
49 WISN 10/15/12 11/05/		10-11am Veek <u>Rate</u>	:30	IAIAI	4	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/ 1 1	\$500.00				
Week: 10/22/12 10/28/12	1 1	\$500.00				
Week: 10/29/12 11/04/12	1 1	\$500.00				
Week: 11/05/12 11/11/12	1 1	\$500.00				
50 WISN 11/06/12 11/06/	12 The View	10-11am	:30	NM	1	\$500.00
Start Date End Date	Weekdays Spots/	<u>Neek</u> <u>Rate</u>				
Week: 11/05/12 11/11/12	-1 1	\$500.00				
51 WISN 10/15/12 11/05/	12 ANDERSON COOPE	R M-F 11A-12P	:30	NM	4	\$900.00
Start Date End Date	Weekdays Spots/					
Week: 10/15/12 10/21/12	1 1	\$225.00				
Week: 10/22/12 10/28/12	1 1	\$225.00 \$225.00				
Week: 10/29/12 11/04/12	1 1 1 1	\$225.00 \$225.00				
Week: 11/05/12 11/11/12			-20	NM	2	\$1,000.00
52 WISN 10/29/12 11/05/	•	3-4p Week Rate	:30	INIVI	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/	\$500.00				
Week: 11/05/12 11/11/12	1 1	\$500.00				
53 WISN 11/06/12 11/06/	12 3-4p	3-4p	:30	NM	1	\$500.00
Start Date End Date	Weekdays Spots/	•				,
Week: 11/05/12 11/11/12	-1 1					
54 WISN 10/29/12 11/05/	12 DR. OZ	4P-5P	:30	NM	2	\$1,200.00
Start Date End Date	Weekdays Spots/			İ		
Week: 10/29/12 11/04/12	1 1	\$600.00				
Week: 11/05/12 11/11/12	1 1	\$600.00				
55 WISN 10/15/12 11/05/		5-530pm	:30	NM	4	\$4,000.00
Start Date End Date	Weekdays Spots/	<u>Week</u> <u>Rate</u> \$1,000.00				
Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	1 1	\$1,000.00				
Week: 10/29/12 11/04/12	1 1	\$1,000.00				
Week: 11/05/12 11/11/12	1 1	\$1,000.00				
56 WISN 10/15/12 11/05/	12 News M-F 5a	5-6A	:30	NM	4	\$1,400.00
Start Date End Date	Weekdays Spots/		.00	,	•	41,100.00
Week: 10/15/12 10/21/12	1	\$350.00				
Week: 10/22/12 10/28/12	1 1	\$350.00		Į		
Week: 10/29/12 11/04/12	1	\$350.00				
Week: 11/05/12 11/11/12	1	\$350.00		<u> </u>		
57 WISN 10/08/12 11/05/	/12 News M-F 6p	6-630pm	:30	MM	5	\$6,000.00
Start Date End Date	Weekdays Spots					
Week: 10/08/12 10/14/12	1	\$1,200.00				
Week: 10/15/12 10/21/12	1	\$1,200.00		l		

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Alt Order# Contract / Revision 06262067 939457 / 5

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type:	Spots	Amount
Start Date	Rate				
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$1,200.00 \$1,200.00				
Week: 10/29/12	\$1,200.00				
58 WISN 10/15/12 11/05/12 News M-F 6a	6-7A	:30	NM	4	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate	,00			, ,,
Week: 10/15/12 10/21/12 1 1	\$1,000.00				
Week: 10/22/12 10/28/12 1 1	\$1,000.00				
Week: 10/29/12 11/04/12 1 1	\$1,000.00 \$1.000.00				
Week: 11/05/12 11/11/12 1 1		.20	NM	1	\$1,000.00
59 WISN 11/06/12 11/06/12 News M-F 6a Start Date End Date <u>Weekdays</u> <u>Spots/Week</u>	6-7A Rate	:30	IAIAI		\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 11/05/12 11/11/12 -1 1	\$1,000.00				
60 WISN 10/22/12 11/05/12 Entertainment Tonight	630p-7pm	:30	NM	3	\$2,550.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/22/12 10/28/12 1 1	\$850.00				
Week: 10/29/12 11/04/12 1 1	\$850.00 \$850.00				
Week: 11/05/12 11/11/12 1 1		:30	NM	5	\$5,000.00
61 WISN 10/08/12 11/05/12 Good Morning America Start Date End Date <u>Weekdays</u> <u>Spots/Week</u>	7-9a <u>Rate</u>	:30	ENIVI	3	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 1 1	\$1,000.00				
Week: 10/15/12 10/21/12 1 1	\$1,000.00				
Week: 10/22/12 10/28/12 1 1	\$1,000.00				
Week: 10/29/12 11/04/12 1 1	\$1,000.00				
Week: 11/05/12 11/11/12 1 1	\$1,000.00				04.000.00
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$1,000.00				
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM	4	\$1,800.00
Start Date End Date Weekdays Spots/Week	Rate				,
Week: 10/15/12 10/21/12 1 1	\$450.00				
Week: 10/22/12 10/28/12 1 1	\$450.00				
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$450.00 \$450.00				
7700R 11700/12 1771112 2		:30	NM	1	\$1,000.00
64 WISN 10/06/12 10/06/12 PostBadger Start Date End Date Weekdays Spots/Week	PostBadger Rate	.50	14141	, t	\$1,000.00
Week: 10/01/12 10/07/12S- 1	\$1,000.00				
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12 10/07/12S- 1	\$1,500.00				
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	MM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	<u>Rate</u> \$3,000.00				
67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM	1 1	\$350.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.+-			
Week: 10/01/12 10/07/12TF 1	\$350.00			4	
68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$250.00				
Week: 10/01/12 10/07/12\$- 1	⊅∠3U.UU			1	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

cherwise, on contracts, insertion orders, copy instructions or any correspondence when such continuous. Four weeks advance cancellation requires the such continuous of the such contin

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	939457 / 5	06262067	
Contract Dates	Product	Estimate #	ĺ
0/02/12 - 11/06/12	DSCC-IE	1533	

Advertiser	Original Date / Revision
Democratic Senatorial Ca	10/05/12 / 10/05/12

Spots/

		QP3(3)			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/125 1	\$200.00				
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM	2	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/12TF 2	\$400.00				
71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/12TF 1	\$1,500.00				
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 1035	5 <sub>l</sub> :30	NM	1	\$250.00
Start Date	<u>Rate</u>				
Week: 10/01/12 10/07/12S- 1	\$250.00				
		Total	S	356	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	255	\$231,600.00	\$196,860.00
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	356	\$321,300.00	\$273,105.00

Signature:	Date:	

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